THE COIN MACHINE REVIEW

March
1947

THE NO. 1 PHONOGRAPH OF OUR TIME

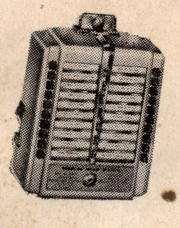
AMI

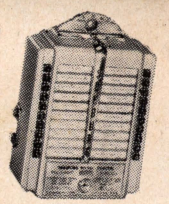
ALWAYS • • • MORE • • • INCOME

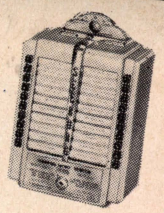
Symphonola "1-47"

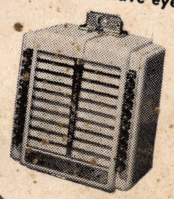
Wallomatics

Now in production are wireless and three-wire Wallomatics with a 5-cent coin chute or with a single coin chute accepting nickels, dimes and quarters. All twenty selections are visible at one time—no knobs or dials to turn. Newly designed, compact in size, Wallomatics have eye-appeal.









Dual Remote Volume Control

Volume in the Symphonola Speaker and all remote speakers in the location may be operated from a remote point. Records may be cancelled at a finger's touch. Volume may be predetermined and locked, preventing change by any unauthorized person.

Seeburg Auxiliary Remote Control Amplifier

The Auxiliary Amplifier provides better sound distribution in locations requiring multiple speakers. Ideal for large auditoriums or remote rooms. Effective up to 1,000 feet from Symphonola. Operation is entirely separate from master amplifier. Auxiliary Amplifier has individual tone and volume control.

..YOU ASKED FOR IT!

As operators faced specialized problems in bringing Scientific Sound Distribution to their locations during the past year, they found additional equipment was desirable if every location was to be properly served. Our distributors have passed these requests along to us, and here is the answer:

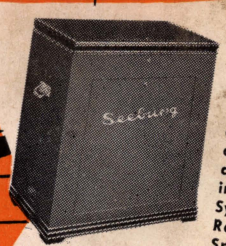
- You asked for 5, 10 and 25-cent wireless and 3-Wire Wallomatics — they are in the 1947 Seeburg line.
- You asked for Recessed Speakers — they are in the 1947 Seeburg line.
- You asked for an auxiliary amplifier with individual volume control for installations requiring increased sound distribution — it is in the 1947 Seeburg line.
- You asked for a pre-amplifier and public address system — it is in the 1947 line.

No matter what the particular requirements of locations you operate, everything necessary to provide a complete music system exactly tailored to each location is in the new Seeburg line.

The Only COMPLETE Music System

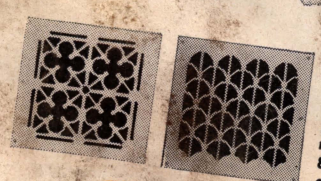
Seeburg Pre-Amplifier and Public Address System

This Pre-Amplifier, which has its own individual tone and volume control, permits using the Symphonola and speakers as a public address system. Music from the phonograph and announcements may be mixed.



Remote Control Special

Where space is at a premium or other conditions do not permit the installation of a Symphonola, the Remote Control Special may be used. The mechanism is identical with that of the Symphonola. It may be used with all components of Seeburg Music Systems.



Speakers

Big 12-inch Mirror Speakers to provide additional low frequency response—compact, 8-inch Tear Drop Speakers to provide scientific distribution of middle register volume—Recessed Speakers in 8 or 12-inch size for ceiling or wall—all are in the Seeburg 1947 line.

Seeburg

1902 DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

"Be Sure — Buy Seeburg"

See Your Seeburg Distributor for a Demonstration!

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127-129 E. 2nd South, Salt Lake City, Utah
1454 Welton Street, Denver, Colorado

JACK R. MOORE COMPANY
1615 S. W. 14th Ave., Portland, Oregon
348 Sixth Street, San Francisco, Calif.

MINTHORNE MUSIC COMPANY
2916-20 W. Pico Blvd., Los Angeles, Calif.
512 W. Washington St., Phoenix, Arizona

COMPANY
100 Elliott, West, Seattle, Wash.
4 No. Bernard St., Spokane, W...

AS EASY AS TALKING ON THE TELEPHONE...

Easier!

That's *ONE* of the reasons operators are having so much success with

VOICE-O-GRAPH

TRADE MARK

THE coin-operated, fully automatic Voice Recorder that delivers a permanent, unbreakable recording. Mail it anywhere... Replay it on any phonograph.

SEE A DEMONSTRATION AT YOUR NEAREST VOICE-O-GRAPH DISTRIBUTOR — AND ASK FOR DOLLARS AND CENTS *PROOF* OF VOICE-O-GRAPH'S EARNING POWER IN YOUR TERRITORY.

AUTHORIZED DISTRIBUTORS

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900 N. Franklin, Philadelphia, Pa.

AMALGAMATED DISTRIBUTORS COMPANY
226 W. Randolph St., Chicago 6, Ill.

ASSOCIATED AMUSEMENTS, INC.,
346 Commonwealth Ave.,
Boston 15, Mass.

AUTOMATIC SALES COMPANY,
119 Third Ave. N., Nashville 3, Tenn.

BANNER SPECIALTY COMPANY,
1508 Fifth Ave., Pittsburgh, Pa.

DAYTONA BEACH AMUSEMENT COMPANY,
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Daytona Beach, Fla.

DIXIE COIN MACHINE CO., INC.,
910-912 Poydras St.,
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EASTERN SALES COMPANY,
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H & L DISTRIBUTORS, INC.,
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H & L DISTRIBUTORS, INC.,
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MILLS SALES COMPANY, LTD.,
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PHOENIX DISTRIBUTING CO.,
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TORONTO TRADING POST, LTD.,
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Canada

UNITED NOVELTY COMPANY,
De Launey and Division Sts.,
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UNITED NOVELTY COMPANY,
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THE VENDING MACHINE CO.
205 Franklin St., Fayetteville, N. C.

WALBOX SALES COMPANY
1503 Young St., Dallas, Texas

CLIFF WILSON DISTR. CO.,
1121 So. Main St., Tulsa, Okla.

WOOD DISTRIBUTING CO.,
415 West Main St., El Dorado, Ark.

Soundproof booth. No outside noises. Recording is made by talking or singing into protected Microphone. Recording is played back before it is automatically delivered.

A proven money-maker on Location. Booth is large enough for two people to record conversation or song.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President

44-01 ELEVENTH STREET — LONG ISLAND CITY 1, NEW YORK

COIN MACHINE REVIEW 3 FOR MARCH 1947

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THE CONSOLE THAT STOLE THE SHOW!

SENSATIONAL NEW

EVANS' RACES

FAST PLAY---GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play 3 times faster than ever before!

MYSTERY ODDS!

On each play odds change with flashing lights and mechanical action!

SLUG PROOF 7-COIN HEAD!

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

2 GREAT MODELS—

FREE PLAY CONVERTIBLE OR CASH

5c OR 25c PLAY

Order From Your Distributor

H. C. EVANS & CO.

1520-1528 W. ADAMS ST. CHICAGO 7, ILLINOIS

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

D. GOTTLIEB & CO.

PROUDLY ANNOUNCE THE INAUGURATION OF A NEW

GAUGED PRODUCTION

and

CONTROLLED DISTRIBUTION

POLICY

Gottlieb Leadership receives new emphasis with the introduction of a Gauged Production and Controlled Distribution Policy, first of its kind in the Coin Machine Industry. This unique plan marks another great stride toward solving many Operator problems.

Under this Policy, only as many games will be manufactured as can be conveniently absorbed by the nation's Operators. Such positive control assures the Operator many advantages. Gauged Production guarantees quality. The value of a Gottlieb Game is maintained for a longer period. Each machine can be fully exploited on a number of locations and will always have "new game" earning capacity. The Operators' investment in Gottlieb equipment is further insured by HIGHEST RESALE VALUE. Now, more than ever, it pays to BUY GOTTLIEB GAMES!

"There is no substitute for quality!"

Miss AMERICA

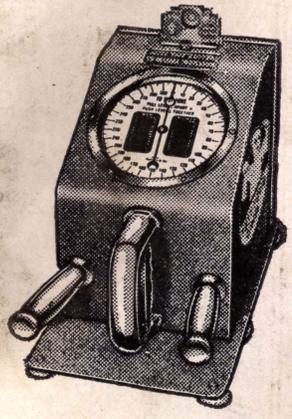
5-BALL FREE PLAY

Adapted from Stage Door Canteen. Has all Canteen tested features plus extra play incentives, including new Ball Back feature!

DAILY RACES

One-Ball, with changing Multiple Odds, convertible to fast 5-Ball Play. Bell type or Replay model.

COIN MACHINE REVIEW **5** FOR MARCH 1947



DELUXE

GRIP SCALE

Consistently Best Since 1927

Order from your Distributor.

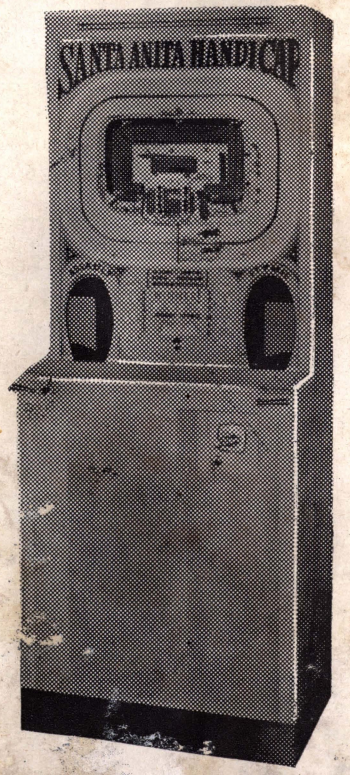
1140 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

D. Gottlieb & Co.

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

TWENTY YEARS OF LEADERSHIP

Brand New Firestone Winners!



SANTA ANITA HANDICAP

For a brand new money maker don't miss this sensation! It's been tested and proven irresistible to players everywhere! A two player game packed with plenty of player competition! SANTA ANITA HANDICAP is an exciting race game where the score and the winner depend strictly on the skill of the players. And its hard wood cabinet can really take it! A flashy progressive backboard peps up the play to a terrific fever pitch! A natural fast play in any location!

ROLLOBALL

This roll down game gets every player with its chance at a big score! ROLLOBALL'S hard wood cabinet with chrome trim will stand up under a lot of kicking around. And its sparkling lite up backboard keeps them playing and playing! Interchangeable units make for easy servicing. Large cash box . . . quiet operation . . . everything you could want! It measures 5'9" long, just the right size to go into that location and earn big money for you!

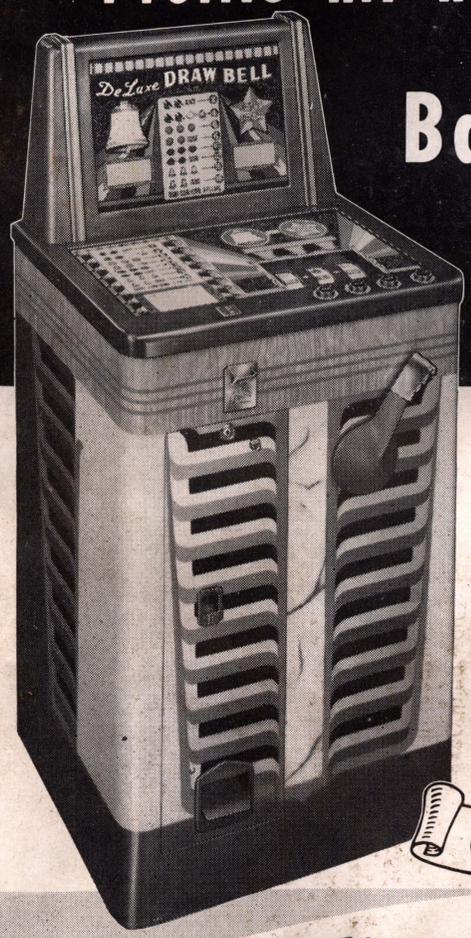
COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

FIRESTONE ENTERPRISES

FIRESTONE ENTERPRISES, INC.

1604 CHESTNUT AVENUE, BROOKLYN 30, NEW YORK • ESPLANADE 5-5700

Profits hit new all-time high with



Bally's DeLuxe DRAW BELL

New SUPER SPECIAL Award

New EXTRA DRAW Feature

Now . . . all the bell-fruit flash and spinning-reel action of DRAW BELL . . . plus the 1000 Super-Special popularized in Triple Bell . . . plus the new EXTRA DRAW feature that permits players to deposit three, four, five coins per game to hold favorable reels and spin again for a winner! That's Bally's new luxurious DE LUXE DRAW BELL. Equip your locations with the fastest profit-producer ever created in the bell-console class . . . order DE LUXE DRAW BELL now. *Specify nickel or quarter play.*

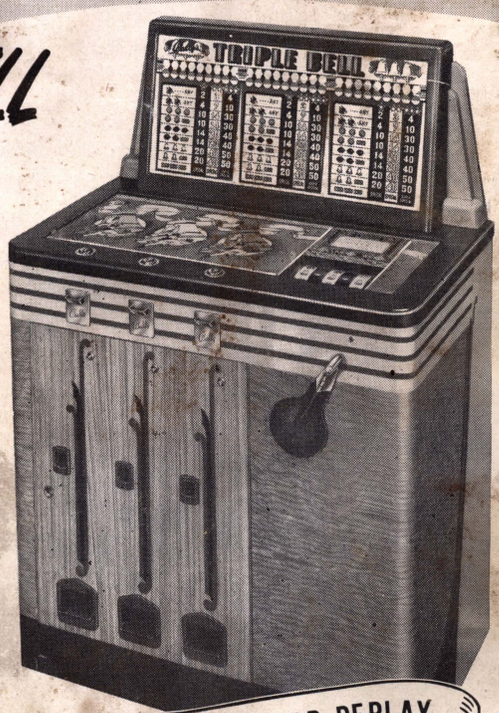
CONVERTIBLE: AUTOMATIC OR REPLAY

COIN MACHINE REVIEW 7 FOR MARCH 1947

TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!

Triple Coin Chutes permit three players—or three coins—every spin. 1000 *Super Special Awards*, plus plenty of other big awards and single-cherry awards, insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Convertible—Automatic or Replay. Any coin-combination—Nickel, Dime, Quarter.



CONVERTIBLE: AUTOMATIC OR REPLAY

VICTORY DERBY

One-ball Multiple Automatic packed with all the profit-proved features of Bally's famous pre-war multiples . . . plus new play-provoking ideas that are pushing profits to a new, all-time high!

VICTORY SPECIAL

Bally's big, beautiful VICTORY SPECIAL is your profit insurance in replay territory . . . quickly convertible to one or five-ball play and a fast money-maker either way.

MIDGET RACER

A fascinating skill-game . . . *yet ideal for competitive play* . . . MIDGET RACER will increase profits in your 5-ball spots. New *inner-lock* cash box is one of many improved features. Convertible—novelty or replay.

COIN MACHINE INDUSTRIES, INC. CMI "In Your Protection" MEMBER

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

NOW $7.95

AMAZING NEW PRICE SCHEDULE
on
THE ORIGINAL CHANGE MASTER

LIST PRICE $7.95
OPERATORS 6.95

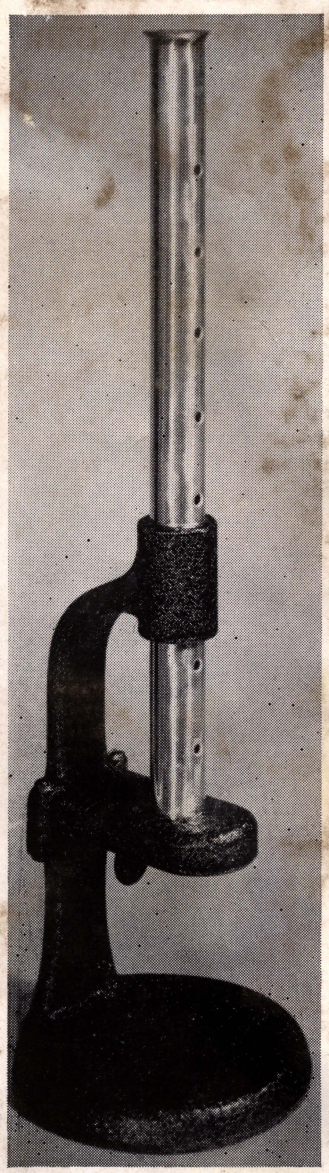
Write for Exclusive Distributors Territory

You can have the original

CHANGE MASTER

WITH THE ★ IMPROVED SLIDE ACTION

10 Outstanding Reasons Why You Should Have the Original Change Master



★ 1. The greatest time saver on the market today for making accurate, quick change for Busy Location Owners.
★ 2. Guaranteed accurate and non-jamming.
★ 3. Rugged Construction.
★ 4. Heavy solid aluminum casting.
★ 5. Smooth operation--Dispenses five nickels with each pull.
★ 6. Duralumin slide action--Completely machined.
★ 7. Chrome plated brass coin tube.
★ 8. Tube holds $10.00 in nickels.
★ 9. Can be used on counter or bracketed against the wall.
★ 10. Attractive baked crackle paint finish.

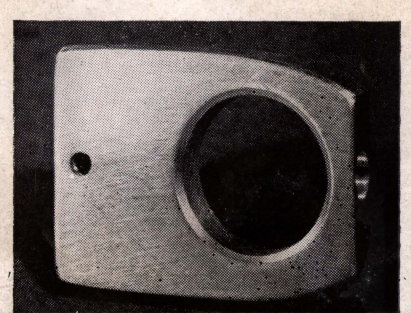
AND

AVAILABLE NOW ***For immediate delivery***
★ ***IMPROVED SLIDE ACTION***

Bevel insures accurate count. Prevents jamming. →

Finely machined. Correct depth.
Holds five nickels—Will not jam on thin coins. →

Long wearing duralumin — toughness of steel. →



Money Back Guarantee — Sample Sent on Request
Wire Your Requirements Collect to . . .

PUGET SOUND NOVELTY CO.

114 Elliott Avenue West **Seattle 99, Washington**

Exclusive National Distributors

THE COIN MACHINE REVIEW

MARCH 1947

The 164th CONSECUTIVE MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, Editor and Publisher; Clarence G. Beardslee, Advertising Manager; Louis Karnofsky, Associate Editor. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112; NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: $3.00 for 2 years—minimum term accepted; 50c per copy.

Vendors Big at CMI Show

"Ad. Age" Spotlights Vendors at Show

CHICAGO—Beverage vendors, the Mills' hot coffee machine, Viking's *Minit-Pop,* ice cream and ticket dispensers, coin changers, radios, Automatic Book Vending's pocket book machine, and *Shine-A-Minit* received top billing in *Advertising Age's* account of the show.

"Also evident," says the *Age,* "was the most amazing variety of automatic amusement devices ever shown or imagined at one time anywhere."

The Industry, which turns out a quarter of a billion dollars (wholesale figure) of mechanical and electronic devices a year is faced with two main problems, according to this national marketing paper. They are: prices and public relations.

"The Industry is split about half and half as to whether to stand by the nickel. Nearly all the buyers of vending machines operate dozens or scores of machines and make their money from sale of cigarettes, candy, etc. Inflation has cut down their profit on the merchandise they are primarily interested in selling. Many believe machines should sell ten-cent items.

"Against this is the realization that if machines are designed for dime-a-unit sales, any general price reduction would make the machines obsolete."

The newspaper related that more than 60 large manufacturers and 700 operator associates are contributing more than $100,000 yearly to CMI's Public Relations Bureau.

"This will cover a wide range of publicity and public relations functions," *AA* noted. "Some evidence of this development was apparent last week. First to meet the eye of the visitor to the show at the Sherman Hotel was a novel, factual slide film about the Industry, featuring a specially written song about coin machines. The latter, created and played by Spike Jones and his City Slickers, is entitled *All Hail Coinagie Tech.*"

Advertising Age reported that among the machines attracting the largest crowds were AMI's phonograph, Telequiz' question-and-answer game, and an automatic horoscope typewriting machine, as well as many varieties of pin ball games.

Automatic Merchandisers Stop Booth Traffic At Sherman With Dazzling Array of Equipment

By Louis Karnofsky

CHICAGO—This might have been the National Coin Machine Show in name, but in actuality it was almost the National Vending Show. Despite the fact that vending machines occupied only one-tenth of the display area space, they practically monopolized the limelight. The show clearly revealed that 1947 and 1948 will be vending years, and more and more operators of other types of equipment, apprehensive about "putting all eggs in one basket," are leaning vend-ward for a source of steady revenue.

The surest indication that vending is no longer in its infancy is contained in several exclusive inside tips sifted out of the coin show hopper. THE REVIEW has learned from an authoritative source that General Foods is underwriting the manufacture of a frozen food machine to the tune of $600,000. THE REVIEW has also learned that the A & P chain stores are seriously considering vendors to dispense packaged foods. According to the same unassailable source, both Coca-Cola and Pepsi-Cola are underwriting the manufacture of bottle vendors, transactions which will run into millions of dollars. In addition, Coca-Cola now has orders placed with seven firms to produce 500,000 new dispensers.

Cigarette, cigar, candy, stamp, multiple item vendors, ice cream and pop corn machines, beverage dispensers, and pocket book vendors received receptions far exceeding the exhibitors' expectations.

Bowling games, from the completely automatic facsimile of a regulation alley to the combination pin table-bowling type, were much in evidence and strong interest was manifested.

Arcade equipment showed flash and

Dixie Cup "Duo-Mat"

CHICAGO—Proud addition to Revco's Model 350 *Mono-Mat* is the Model 500 *Duo-Mat* which dispenses Dixie cups in two flavors. It can be set for any sales price from five to ten cents: for six-cent sales it takes a nickel and a penny; for seven-, eight- or nine-cent sales, a dime is inserted and change is returned.

Duo-Mat has the same type mechanism as *Mono-Mat.*

Call
DR. 3209
For Automatic Equipment, Parts and Supplies
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

REPAIRS
PARTS
REFINISHING
SLOT MACHINES AND VEST POCKET CASTINGS FOR SALE
G. B. SAM
541 E. 32nd Street, Los Angeles 11, Cal.
ADams 7688

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST THIRTEEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

JACK LANE

Review Caricaturist

Sketches Some of The Industry Leaders in Attendance at

CMI SHOW

JAMES T. MANGAN
CMI, Inc.

WALTER A. TRATSCH
A. B. T. Mfg. Co.

WILLIAM H. KRIEG
Packard Mfg. Corp.

sparkle. Salesboards featured new eye-capturing designs; a coin-operated punchboard was introduced.

First sign of the price break in phonographs was apparent with Aireon introducing a model selling for $695 and Bally one for $595.

Sonora and its 39-cent record piled up a huge number of orders. In announcing its new retail figure just prior to February, the firm paved the way for a merchandising natural. Operators who have been paying 33 cents to 79 cents (and few were available at 33 cents) for platters, welcomed the new wholesale figure of 26 cents. Competitors have termed the price cut-down a "publicity move," and most of them predict dire results because "it is too expensive to make a record wholesaling for 26 cents and still realize a profit." While some of the other companies are sitting back waiting to see the outcome, Sonora is pushing production to peak levels and opening up heretofore closed markets. An old-time phonograph operator summed it up in these words: "This company has been making records since 1904. They, of all people, are certainly not going to lose money."

The coin radio, a yearling at the start of 1946, achieved maturity; numerous firms were vying for this expanding market.

An up-and-comer, whose influence has just needled the surface, is television. Big things can be expected from this quarter during the remainder of 1947, with 1948 being the year it will emerge as a potent force in the coin realm.

As James Gilmore stated, there was less boisterousness at this event than at any other. The 10,000 coinmen in attendance were more serious-minded and more intent on business proceedings.

The main display area at the Sherman was supplemented by suites and mezzanine showings in five other hotels. Lumped together, they comprised the greatest single exhibition of coin-operated equipment in the history of the Industry.

Manufacturers who were unable to get display space at the jam-packed Sherman didn't sit around crying in their cocktails. They rented hotel suites, and prior to the show directed advertising and direct-mail copy to operators, telling them where their products would be displayed. This arrangement proved exceptionally fruitful. A soft-drink maker said: "In response to advance notices, operators visited our suite. There was no mob of curiosity seekers hanging around. Those who came were legitimate prospects and we closed a surprisingly large number of deals."

Due to the fine work of CMI and its Public Relations Bureau, the Industry was treated more like an industry than in the past and was accorded more respectful attention from the metropolitan press, the radio, and publications. *Life* Magazine assigned a photographer to take shots of exhibits. The Chicago newspapers devoted more space than any year in the past, while five radio stations beamed the splendors of Coinland to millions of listeners.

Considering this was the first show since 1941, and the biggest ever, it was run off with dexterity and smoothness.

Preacher Wows 'Em at Celebrities Luncheon

CHICAGO—When Dr. Preston Bradley, a preacher, was named as key speaker for the Celebrities Luncheon, many coinmen anticipated a stirring spiel of pulpiting religiosity and groaned in disappointment. When Dr. Bradley finished his speech, the roar of approval that went up from the crowd was near-deafening. Leading lights of the entertainment world were introduced after Dr. Bradley spoke, but the good doctor was the Number One Celebrity because he came through with the best entertainment fete and kept the crowd in a constant state of hilarity. His moments of seriousness and preachiness were few and far between because he was having too much fun having fun—and so was the audience.

He ended up on this classic note: "Gentlemen, I have a wonderful invention which I will split 50-50 with anyone who wants to get in on it and work out the details. The invention I have in mind is a coin-operated collection basket which registers the amount donated, makes change automatically, gives employees no opportunity to get into, and rings a bell when anything less than 50 cents is deposited."

Among the recording artists introduced were Dick Jurgens (Columbia), Milt Herth (Decca), Monica Lewis, Johnny Bothwell, and Claire Hogan (Signature); Dick Todd (Victor), Jan August (Diamond), Bill Darnell (Keystone), and Hadda Brooks (Modern). James Russell Conlin sang two songs; an impromptu quartet consisting of Darnell, Todd, Lewis and Hogan vocalled *Embraceable You;* and Lulubelle and Scotty (Vogue) did a couple of novelty numbers.

DuGrenier Vendors Sparkle at Show

CHICAGO—DuGrenier's cigarette and *Candyman "C"* vendors were one of the vending section's bright lights. The *Challenger* was offered in four sizes: 7 and 9 full columns and 9 and 11 split columns. Latter holds a greater variety of brands. The unit slides out of the cabinet in three different positions for servicing by use of one operating lever. With only a single coin insert, it can take any combination of coins up to a quarter.

The *Candyman "C,"* test. I for seven years, handles 12 different varieties, has a 72-piece capacity, and can be used as a floor or wall model. Hand tripping of shelves is a thing of the antiquated past; instead, one operating lever sets all trays in one simple action.

WE TAKE THE GAMBLE

WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES
BAKERS PACERS

ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races

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RICHARD D. HOOD
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"How to Live" Forum

CHICAGO—For the first time since the inception of national shows, a serious discussion on life and philosophy was ushered into the program. Considering that this was a "first," attendance and audience participation was good.

Great philosophers of the ages were quoted and unquoted. Discussion centered around the age-old question: "Is it better to have a college education or practical experience?" and included such subjects as material vs. spiritual gain, worry, and happiness. A good definition of worry was offered: "It is interest on trouble before it is due."

The hour-and-a-half program opened with a worldly message by Woolf Solomon, and after speeches by a dozen leading coinmen, climaxed in a dissertation on how to be a super salesman, as delivered by Jack Kelner. "Understand your own self; then try to understand others," Kelner told the group.

Leroy Stein, executive director of the Music Guild of America, predicted that in the coming era man will spend more time trying to understand man.

Jim Mangan presided.

Bally Parades Seven New Coin Pieces

CHICAGO—Booths 55 to 60 overflowed with new Bally equipment. Included in the firm's display was a compact 24-record phonograph with simplified mechanism, colorful yet devoid of gaudiness, and encompassing a direct keyboard type of selector and new sound development; a beverage vendor, with a capacity cuppage of 1,200, 10-ounce carbonated drinks, which mixes syrup in the machine; *Cardi-O-Meter*, a blood pressure and heart beat machine, operating on ten-cent play. "We turned out this item before the war but didn't push it," explained Herb Jones. "Twenty-five were on location for six years and each registered $40 a month income. After the war, we decided it was a worthwhile item to turn out in quantity—and that's what we're doing."

Bally also introduced *Skill Shot*, a bowling game in a table size cabinet, and three pin games: *Double Barrel*, *Special Entry*, and *Entry*.

Typewrites Horoscope

CHICAGO—A device which received plenty of eye-fulls at the show was *Zodi*, Cointrol, Inc.'s pneumatic typewriter horoscope machine. This unit should evoke heavy play in such locations as railway stations, bus terminals, carnivals, arcades, etc.

The player selects the sign under which he was born, and after inserting a quarter, presses the button over the proper sign. Then, in full view through the glass, an automatic typewriter pounds out the horoscope and deposits the paper (about half the size of a regular 8½ x 10" sheet) into a tray. 1,000 sheets of paper and 100 different messages comprise a capacity fill.

Trade Press Expresses Views at Show Luncheon

CHICAGO—The coin machine trade press dominated the speaker's table at the National Association of Machine Owners (formerly Arcade Owners Association of America) luncheon on February 6.

James Gilmore, pinch-hitting for Dave Gottlieb and James Mangan, who were unable to attend, led off by saying that this convention was notable because it was less boisterous than any convention in the past. "We are growing up," Gilmore added.

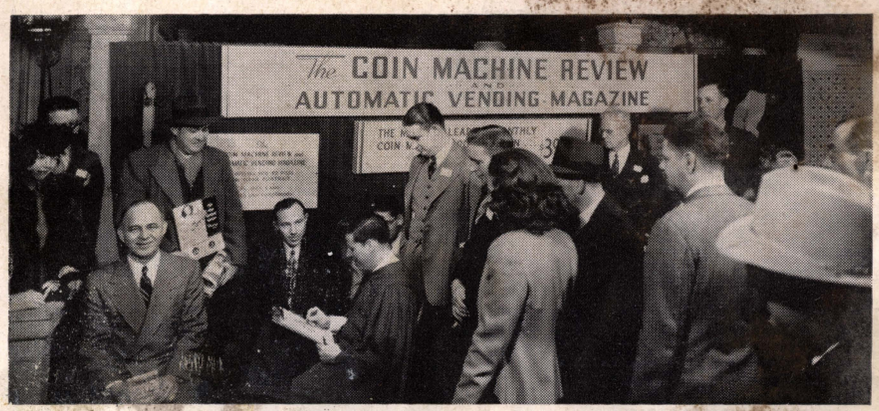
Walter Hurd bid adieu to his many friends in the Industry ere heading for Kentucky where "I'm going to grow pigs." The veteran editor of *Billboard's* coin machine section, who specialized in legal phases and marketing, said that a better type of arcade machine was in evidence. "Years ago," he told the gathering, "arcades meant inexpensive, penny type equipment. Today arcades are deluxe machines. As civilization grows, so will the demand for amusement devices."

Harvey Carr, publisher of the *Coin Machine Journal*, spoke on better business relations. He pointed to the movies and the tremendous influence they exert. "While the movies have grown, arcades have slipped," said Carr. "We need more showmanship. That's one thing the cinema has; they charge $1.00 for a 25-cent movie by giving the public something they have made them want. They have incorporated glamour, refinement, and music. We, too, can do it, and one of the ways is to cater to the luxury element."

Louis Karnofsky, associate editor of the COIN MACHINE REVIEW, commented on the fact that while CMI and the Public Relations Bureau are spending huge sums trying to educate the public on the merits of the Industry and remove the "slot machine" connotation whenever coin machines are mentioned, some coinmen, by refusing to cooperate with the trade press, have hampered CMI's program. "THE REVIEW has 17 correspondents in key cities and on occasion they have been given assignments to interview certain notables in the Industry. Several of these men have refused to cooperate in any way." Karnofsky recounted several anecdotes about his early coin reporting days in Seattle to bring home the salient point that cooperating with the trade press results in more favorable publicity and less adverse publicity and therefore helps better the Industry.

Oscar Branch, managing editor of *Automatic World*, commented briefly on the coverage afforded by each magazine in the field and the importance of operator-distributor-manufacturer cooperation with the trade press.

As a token of appreciation for his fine work as president of the association during the past four years, Al Blendow received a wrist watch. Presentation was made by F. McKim Smith, present head of the group.



REVIEW Booths Mecca For Coinmen

Dave Bond of Trimount Coin Machine Co., Boston, gives out with his best smile, while Jack Lane, famed caricaturist, currently at Chicago's Hotel Blackstone, wields his talented pencil in THE REVIEW booth.

The crowd surrounding Lane is typical of the thousands of coinmen who stopped to watch his "Artistry in Sketchwork" during the show.

Countless operators, distributors, manufacturers, and CMI officials availed themselves of THE REVIEW's free offer to sit in for a quick pencil pic. In the short space of five minutes, thanks to the nimble-fingered wizardry of Lane, they were given a prize souvenir: an 8½" x 11" profile of remarkable likeness.

On the extreme right is Ralph P. Mulligan, manager of THE REVIEW's New York office; standing next to him is C. J. Anderson, head of THE REVIEW's Chicago office.

HERB JONES
Bally Mfg. Co.

BURNHART GLASSGOLD
DuGrenier, Inc.

JAMES A. GILMORE
CMI, Inc.

WILLIAM RABKIN
International Mutoscope Corp.

Attendance at P. R. Program Disappoints

CHICAGO—The Public Relations Forum, scheduled for February 4, was a disappointment as far as attendance was concerned. Little more than a dozen coinmen made their appearance at the Bal Tabarin. So small was the turnout, in fact, that the meeting was changed to an informal discussion and held in James Mangan's office.

Mangan announced that the next step for CMI's Public Relations Bureau will be to establish a legal department and employ a lawyer. He recited some of the Bureau's achievements during the comparatively short time of its existence: 1,500 newspaper and magazine stories on the Industry have been published; numerous magazines have requested stories released by the P. R. Bureau; everyone at the show was more public relations conscious than ever before; in years past no radio station had broadcast news of the event—this year there were five.

Mangan pointed with pride to CMI's 12-minute movie, giving facts and figures on the Industry, which clogged traffic in the lobby. In response to a request, he agreed to mimeograph the text of the movie and send it throughout the country for channeling to legislators who may be in the process of passing unfavorable legislation but who are not cognizant of the true facts. CMI, Mangan said, was responsible for the first television convention broadcast ever made.

Leonard Micon, subbing for "Curley" Robinson of Associated Operators of Los Angeles County, suggested that a complete list of "do's" and "don'ts" be given to operators and distributors as a guide and thus help to avoid unfavorable publicity. Last year, Micon stated, AOLAC loaned equipment to charitable and church organizations for special events which enabled those organizations to realize more than a million dollars in proceeds.

Both Micon and Gottlieb, president of CMI, protested usage of the words "legal everywhere" by manufacturers and distributors in advertising their products. "This is unfair to other coinmen because it infers that while the advertiser's product is legal, all others are not," Gottlieb said.

Joe Hanna of Utica, N. Y., who has operated for 12 years, stated: "Good public relations starts with you. It means putting the best foot forward. The entire Industry is judged by you. I suggest that CMI appoint one public relations agent in each community to guide activities."

Mangan endorsed Hanna's suggestion and said that CMI will issue a nation-wide call for such men, who will be asked to serve on a voluntary, non-monetary basis.

All Drinks Purified By Violet Ray Lamp

CHICAGO—After exhaustive tests during the past year and a half, American Vending Corp. proudly undraped its *Refresh-O-Matic* 1,000-cup soft drink vendor.

The folks who prefer the bottled product because of sanitation may be "eating them words" after they thoroughly check this machine. A germicidal violet ray purifying lamp de-germs all drinks before they are served. Other features: There is circulating carbonated water at the faucet at all times; after it passes the faucet it cools the syrup. The first drink, therefore, is just as cold as the last. A scale weighs all fluid to eliminate overflow. Also, there is an automatic service door with safety features.

On the Cover . . .

While the CMI show was in progress in Chicago, and the temperature was sub-zero, Barbara Bates, cute Universal starlet, decided to have a fling in the pool for California was saddled (ahem) with an 86-degree climate. We thought Barbara looked neat enough to photograph for this month's cover. Any complaints?

Packard All the Way— To Everett, Wash.

CHICAGO—This is the prize Good Samaritan story emanating from the show. Ed Leese of Everett, Wash., inventor of *Master* and *Junior Changers*, had a buddy who was in the service during the war. On several occasions the friend called on Ed for monetary loans, and Ed obliged. Arriving in Chicago just before the show, he met his friend, who picked him up in a 1946 Packard.

When they arrived at the Sherman, the chap moved over in the seat and said: "It's yours. A token of my appreciation for the help you gave me when I needed it."

Leese is one fellow who feels the convention was a mighty good investment.

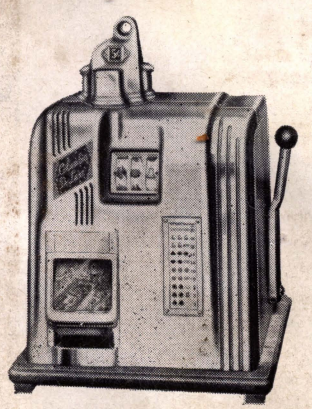
Pop Corn Popper Pops To Capacity at Show

CHICAGO—One of the most overworked men at the Shermagnifiganza was Edward C. Leeson, Viking Tool & Machine Corp.'s general sales manager, who display-operated *Minit-Pop* practically every minute of every day.

Minit-Pop is an eye-feast to watch. The entire operation, from the dumping of raw corn and oil into a popper until the hot pop corn is dispensed into a bag 74 seconds later, is visible to the customer. Principal selling point is freshness of the product and the fact that the unit, while housed in a cabinet no larger than the pre-popped variety, has the capacity for six times as many bag-fulls.

GROETCHEN 1947 COLUMBIA DE LUXE BELL

Now Delivering



Height 24", 16" deep, 15" wide. Big, single automatic jackpot will hold, if desired, 125 quarters, 250 dimes, 120 nickels. Jackpot has an automatic reserve. Changeable to 4 coin play. Double slug protection; pays back first last coins played after having passed through visible escalator.

$209.50 f. o. b. Factory

GROETCHEN COLUMBIA BELLS

New, improved 1946 models in dazzling, durable finish. Can be changed right on location to penny, nickel, dime or quarter play; hence you get the service of 4 machines for the price of one.

$145.00 f. o. b. Factory

SEE

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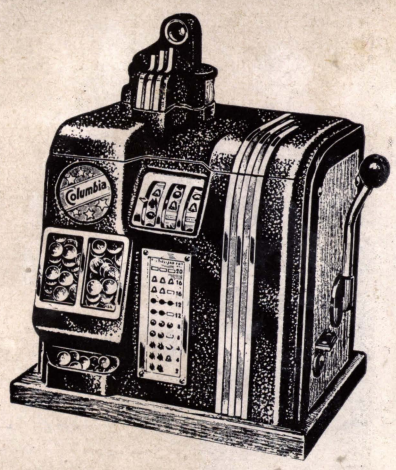

RALPH SHEFFIELD
Empire Coin Machine Exchange

JOHN GOTTFRIED
National Slug Rejectors, Inc.

H. F. DENNISON
Personal Music Corp.

GEORGE PONSER
Amusement Enterprises, Inc.

2,800 Pounds of Steak Devoured at Banquet

CHICAGO—For years now we've pondered a question: at the annual CMI convention banquet, just how much food is consumed by the thousands of coinmen and their families and friends?

Feeling that readers of THE REVIEW would be interested in the gastronomical figures, the roving reporter button-holed Henry Ragner, executive chef of the Stevens Hotel. "This is the world's largest dining room," Ragner volunteered, "and there are 1,800 people here."

He then ducked into the kitchen, and a short while later came out with this list:

250 lbs. crabmeat
200 lbs. tomatoes
15 crates celery
20 gallons olives
100 gallons soup
2,800 lbs. sirloin strips
1,200 lbs. potatoes
80 gallons mixed vegetables
12 crates oranges
12 crates grapefruit
100 gallons ice cream
150 gallons coffee
30 gallons cream
80 lbs. butter
50 lbs. sugar

Jennings Displays at Plant and at Sherman

CHICAGO—Jennings displayed its standard *Challenger* console and milk dispensing machine at its booth, and the *Challenger DeLuxe, Super DeLuxe,* and *Silver Eagle* consoles at the plant.

The milk dispenser is a white enamel-finish unit, 3 by 4 feet, with 175 pint (either cartons or bottles) capacity. Working model on the floor was equipped with a ten-cent slot but machines now in production have both nickel and dime slots, as well as built-in coin changers. Cabinet is made by Nash-Kelvinator, and cooling units by Nash-Kelvinator, Westinghouse, and General Electric.

Why Not Make it Nice For ALL to Attend?

CHICAGO—Fourteen national coin machine shows have come and gone. Fourteen times operators, distributors and manufacturers have looked forward to this traditional event, anticipating not only new and revolutionary equipment with which to augment their earning power, but rest and relaxation from the daily grind. Fondly they anticipated tours of the city, a trip across the lake to buy a new car, and a pleasant drive home.

Demon Weather has laughed at coinmen's plans, and with venom, has saved the worst assortment in his blizzardly repertoire for Coinland's Colossus.

1947 was no exception. Prior to Show Week the weather was briskly pleasant. Then came the savage onslaught: rain, snow, sleet and ice—all in the same day. Natives said the week of February 3 was the worst in 16 years.

Ten years ago THE REVIEW started a campaign to have the date of the show changed. Why not October or some time in the spring? Why not allow coinmen to take their families and really enjoy themselves? Why schedule the event during the worst weather period of the year?

On the opening day of the 1947 extravaganza THE REVIEW placed the cards squarely on the top of James Gilmore's desk. Gilmore, secretary-treasurer of CMI, answered thusly:

"As far as we can tell, most men in the Industry prefer November, December or January. Manufacturers like the first part of January because the slack period right after the holidays would be considerably shortened. But every year, during the first three weeks of that month, there is the National Furniture Show, with 55,000 people in attendance. This city cannot handle two such huge shows at the same time.

"No one has been in favor of spring, as far as I know. However, the next show will be different. CMI is going to find out which weeks are available at Navy Pier, the Coliseum, and the Sherman, and then by mail, poll manufacturers, both new and old, for the preferred time and place. The week during the year which is favored by the majority will be the week of the 1948 show."

Although belated, this action of CMI will contribute immeasurably to the success of future shows.

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International Mutoscope Corp.
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Used Super Bells in perfect condition, look good and already crated for shipment. Special price.....$139.50
Brand new rebuilt Bakers Racers, never been uncrated..... 199.50
Slightly used rebuilt Bakers Racers, looks like new..... 149.50
Slightly used rebuilt Evans Bang Tail, looks and runs like new..... 119.50
Brand new, never been uncrated, Mutoscope, Voice-O-Graph.....1195.00
Brand new, never been uncrated, Atomic Bomber, by Mutoscope..... 375.00
Brand new, never been uncrated, Total Roll, by Genco..... 395.00
Brand new, never been uncrated, Whizz, by Genco, complete with stand..... 119.50

N. O. BLEDSOE
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JACK FITZGIBBONS
Jafco, Inc.

JACK PERO
National Service Sales Corp.

JAKE BREIDT
U-Needa Vendors, Inc.

J. W. COAN
Coan Mfg. Co.

Meanderings at the "Magnifiganza"

CHICAGO—One more reason why the date of the show should be changed: O. A. (Putt) Kincaid, Northwest Sales' traveling ambassador, ice-slipped while stepping into a cab just before opening day and chipped a shoulder bone. The only exhibits he saw were those hauled out by nurses and medicos at the hospital. . . . One of the cleverest gadgets sported by coinmen was the button worn in the lapel of Ray Buechner of Central Ohio Coin Machine Exchange. Through a small battery in his pocket, Ray was able to flash a red light marked "Tilt" whenever he desired.

Jim Mangan almost scored the coup d'etat of the show when he came within a gnat's eyebrow of arranging for Henry Ford II to address the public relations gathering. Ford, unfortunately, had already committed himself to appear at another meeting . . . "Lots of new faces," was the succinct observation of Babe Levy, veteran of 15 years' coin-gaming in Birmingham, Ala. Formerly handling all types of equipment, Babe now goes in exclusively for scales.

Our vote for the most welcome sign displayed anywhere: the "No Tipping, Please," placard at luncheon and banquet tables . . . A state motif was predominant at the Aireon banquet at the Congress Hotel. Some 300 folks were seated at tables marked according to states. A three-piece band theme-songed for "Dear old" Illinois, Washington, Pennsylvania, etc. . . . The most Algerish coinman present was George Sax. In 1935 he borrowed $15,000 to launch into the sales-board business. Today he owns six punch-board companies, 20 hotels, three banks, and is worth about five million dollars.

Dick Fields, son of Packard's Northwest representative, Fred Fields, looked well fed and contented. Dick, an expert phonoman in his own right, is managing A. F. McFee's route in Idaho. "Idaho has stayed with nickel music," Dick said. "Personally, I feel it's too late to go to a dime. Prices on all other commodities are going down. This is no time for music to go up."

More corroborating evidence that the coin business has a positive allure which is difficult to by-pass was found in a chit-chat with C. W. Musser of Kansas City, who retired from Coinland in 1937. At that time he operated 540 bell machines and 100 *Paces Races*, and had sold several race-horse machine patents to H. C. Evans & Co. Musser was seen wandering among the exhibits with a nostalgic look on his face. Asked how 1947 shaped up in the eyes of a vet coinster, he said: "I think it will be a good year for the operator, but not so good for the manufacturer. Scarcity of vital materials, plus their high cost, is making it rough for the game makers."

Two more ex-coinmen itching to get back into the chute were Wayne Odom, Cle Elum, Wash., and M. L. Polevoi of Akron. Odom recently sold his pin game and phono route, but no sooner had the papers been signed than he mused: "I may buy a route in Pierce County and get back in the business." Polevoi paid particular heed to pin tables, candy and nut vendors. "I've been out of the business a year and it seems like a lifetime," he commented.

A heart attack on the opening day of the show hospitalized Art Cooley, vice-president and treasurer of Mills Industries . . . She was one of those cute cuties several exhibitors employed to draw attention to their product (in an indirect way, of course). Strolling along the upper lobby draped in silks, satins, ribbons and flesh, she was accosted by an operator. "Who do you represent?" he asked. "Daval," the damsel replied. "Something new in coin devices has been added," chortled the operator.

Bill Wolf (M. S. Wolf Distributing Co.) buying drinks for his friends at the Celtic . . . Jack Gutshall had a booth but spent very little time there, high-spotting the sights of Chicago with Homer Capehart . . . Capehart, by the way, missed the grand banquet. Time and Congress, it seems, wait for no man . . . One half of Northwest Amusement Co.'s Arnsberg team (Harry) attended the show while the other half (Ace) was in Palm Springs soaking up sunshine. "We're starting to expand operations," Harry told THE REVIEW.

There is no ten-cent phonoing in Indianapolis, according to Clarence Hohman of Janes Music. This firm, incidentally, installed the city's first individual type music system . . . That smile of delight on the face of Ed Leese whenever compliments on the *Master Changer* and *Junior Changer* were passed around is easily explained. You see, Ed is the inventor of both items. Asked to make a prediction on the future of automatic changers, he said: "From past experience, I think those which are inside a location and where the proprietor can keep an eye on them will do all right. But I'm

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5 Wurlitzer 24, Adapters included	ea. $159.50
3 Wurlitzer 600K	ea. 225.00
2 Wurlitzer 500K	ea. 230.00
1 Seeburg Colonel E. S.	275.00
1 Rockola Monarch	165.00
5 Wurlitzer 616	ea. 125.00
1 Rockola 16	95.00
10 Mills Thrones	ea. 150.00
Bowling League 9 ft. skee ball, crated	65.00
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Skyfighter	65.00
Chico Goalee, like new	225.00
Mutoscope Punching Bag	40.00
Mills Three Bells 5-10-25c	335.00

All Equipment in Excellent Order.
Terms: ½ Deposit with Order.

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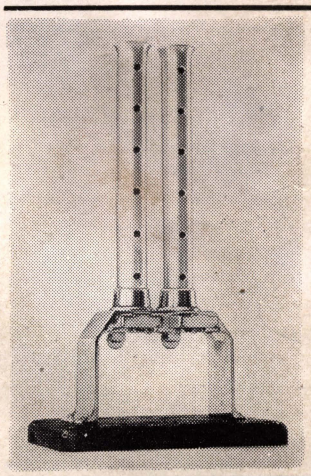

NICKELS . . .
Quick as a Flash!
With
JUNIOR CHANGERS

Highly polished chrome finish — precision machined—weighted non-slip base—capacity thirteen dollars in nickels—dispenses five coins from each tube.

$17.50
(Distributor Discounts)

Northwest Sales Co.
3144 Elliott Ave., Seattle 1, Washington

NICK CARTER
Nickabob Co.

C. A. ROBINSON
C. A. Robinson & Co.

JACK M. BROWN
National Service Sales Corp.

CHARLES PASCOE
Coin-O-Matic Cashier Co.

afraid outside spots will be vandalized and broken into so much they will cease to be of value to operator or proprietor."

Nominations for the "I'd Like to Murder the Guy" Club include the man who is called upon to speak at a meeting and says, "Everything I had intended to say has already been covered, but—" and then rambles on for 20 minutes, confirming his initial statement . . . "Just looking around," was the way Salesboard Wholesaler C. F. Durheim of Triple D. Enterprises, Great Bend, Kan., summed up his show sojourn . . . Two weeks of Palm Springs' sunshine verved Max Mondschein of Seattle's Acme Amusement for the big event.

Lithesome, well-dressed feminine torsos were draped all over the place but the personality kid who topped all other personality kids was Decca Boother Dayl Rodney, a winsome chick of 18 who was crowned "Miss Plastic of 1947," winning the award out of a group of 40 entrants. Having interviewed many an eye-catcher in his day, your on-the-spot reporter (and what a wonderful spot it is, too) was agreeably surprised to find at least one pretty girl who didn't carry a sugarload of conceit. Miss Rodney, a Joe Keith model at present, is not allowing a pretty face and figure to carry her torch through life. She's studying dramatics and radio; doesn't smoke, drinks no coffee, and imbibes only to be sociable. Hollywood? "Let 'em come to me if they want me," she says.

George Schnabel, major-domo at Puget Sound Novelty, Seattle, was glad to get out of the Pacific Northwest where a 40-mile gale and snowstorm raged, but when he arrived in Chi he wasn't so glad. Seems like the storm had raced on ahead and was waiting to greet him here . . . Len Ivey, a veteran of the business since 1932 (operated in Los Angeles, Oakland, San Francisco and Seattle), is now associated with Schnabel. Len killed two shows with one birdie, taking in the National Boat Meet during the same week as the Coin Confab. Last October he won the Class F Hydroplane national outboard championship in Boulder Dam and is now officially kingpin in his class until next year at the very same time when he will defend his title.

Operators and jobbers from Southern California, who were too busy to warm their voices over the conversational coals during the work week, received ample opportunity during the train trip to Coinland's Capital. More than a dozen of them were on the City of Los Angeles. Several days later the lads got together in the Leuenhagen-Bullock suite for a chinfest. There must have been a magician in the house because when the boys entered the room at 9 there were two fifths of whiskey on the dresser. At 9:30 the whiskey had been transformed into empty bottles. The fellows opined that a 70-30 commission split on nickel play would work out better for the operator than 10-cent play. A growing tendency on the part of jobbers toward diversification of lines was also noted. Those on hand included Bill Simmons, Jack Dolan, Nels Nelson, Nick Carter, Frank Showalter, Frank Navarro, Henry Bringas, Joe Simski; Budge Wright, Portland, Ore.; and J. D. Cox, San Francisco.

Long Time No See; Now See and Hear

CHICAGO—Tucked away in an unostentatious suite on the 31st floor of the Continental Hotel was Mills' long-heralded, long-awaited phonograph. The lightest music machine on the market, weighing 325 pounds, its cabinet is all-aluminum; capacity is 40 tunes (two-side feature); an "X" marks a unique coin slot designed for easier customer insertion and for acceptance of bent coins without jimmying the chute.

There are two slots: one to handle nickels for single selections; the other for quarters (six hit tunes of the week—no selection).

Permo Has Novel Display

CHICAGO—Instead of a long recitation on the merits of Permo Point needles, the firm had a unique display designed to prove the excellence of its product. Four turntables were set up in a glass enclosure. On turntable "A" was a Permo needle; "B" contained a sapphire one; "C" and "D" were competitors' products. The needles grooved discs for 11 consecutive hours or a total of 220 plays. Results of the test, conducted each day of the show, demonstrated which needle was less wearing on the record.

Train Depots Will Go Coiny

CHICAGO—According to "exhibitors at the Coin Machine Industries, Inc. convention, the properly equipped railroad station should fairly jangle with nickel-in-the-slot gimmicks," the Associated Press teletyped to its hundreds of newspapers.

"A traveler, among other things," says the AP dispatch, "should be able to get his shaving needs, a press for his necktie, a shine for his shoes, his railroad ticket, a toothbrush, a book, a horoscope, two flavors of ice cream, pop corn and an electrically heated hot dog (no mustard)—all from coin machines."

Pop Corn Eating Contest

CHICAGO—Five wide-eyed youngsters, aged 10 to 12, sat around a table containing more pop corn than they had ever seen in their lives. Place: Viking Tool & Machine booth at the show. Time: 4:30 p. m., February 3. Purpose: To see which lad could devour the most pop corn in five minutes.

When the clocker signalled "stop," two and a half bags of corn had been gulleted. The winner received $20, with the remaining four pocketing ten dollars each.

Bell-O-Matic Buys Plant Site

CHICAGO—In a transaction involving more than $175,000, Bell-O-Matic Corp. purchased the block bounded by Kinzie and Lake Sts. and Kilbourn and Kenton Aves. and plans to erect a new plant to supplement the present factory.

BRAND NEW EQUIPMENT FOR EVERY TERRITORY!
YOU'VE SEEN THESE WINNERS AT THE SHOW—
Now Order Them From Monarch For Quick Delivery!

5 Ball Free Play Pin Games
Kilroy (Chi Coin)
Show Girl (Williams)
Rio (United)
Vanities (Exhibit)
Miss America (Gottlieb)
Double Barrel (Bally)
State Fair (Genco)
Smoky (Exhibit)
Sea Breeze (United)

Legal Equipment
Basket Ball (Chi Coin)
Boomerang (Amusematic)
Jack Rabbit (Amusematic)
Score-A-Barrel
Grip-Vue
Pop Up
ACE Coin Counter
A B T Challenger
A B T Target Stands
Silver King Peanut Vendors
Skill Thrill (Daval)
Best Hand (Daval)

Consoles
Bally Deluxe Draw Bell 5c
Bally Deluxe Draw Bell 25c
Bally Triple Bell
Evans Consoles (All Models)
Mills 3 Bells

One Balls
Bally Entry
Bally Special Entry
Gottlieb Daily Races

BRAND NEW SLOTS

WRITE FOR PRICES

Mills Black Cherry Bells
Mills Golden Falls
Mills Jewel Bells
Jennings Standard, Bronze & Deluxe Chiefs
Jennings Super Deluxe Lite Up Chiefs
Watling Rol A Tops
} 5c-10c-25c-50c play

Groetchen Columbias Standard & Deluxe Models
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Officers of City, State Associations Discuss Problems in National Meet

CHICAGO—Should CMI form a national tax council? What steps should be taken to eliminate excise taxes on phonographs? Should a national association of operators or distributors, or a national association of associations be formed? In what specific ways can CMI improve its service to operators, distributors and manufacturers?

These and many other questions were subjects of a lively informal three-hour session attended by presidents and executives of state and local trade associations on February 3.

Dave Gottlieb, president of CMI, opened the program with these remarks: "I have watched the annual convention grow from 15 booths in the Northern Hotel to the present gigantic show. I have seen this Industry grow from a 25 million dollar annual volume to 250 million dollars. It has grown in spite of our negligence. We've been lucky, but our luck may run out some day. That's why we started CMI. It's time to insure the future of this Industry, which is an integral part of all industry."

James T. Mangan, director of CMI's Public Relations Bureau, followed Gottlieb to the speaker's dais and told the group that public relations was not just selling products or selling the Industry—but much more than that. He declared that there are other businesses which technically can be classified under the heading of gambling—such as insurance or the stock exchange—but due to a very effective public relations program such businesses "have hypnotized themselves to believe they are something they are not. In order to reach an ideal of self-hypnotism in our Industry, we need 10,000 operator associate members to make us invincible."

He defined public relations as activity which creates respect of the public for the industry, the product and the personnel. He also announced that CMI is setting up three principal divisions — music, vending, and amusement—with a central means to guide them.

Joseph Silverman, manager of Amusement Machine Association of Philadelphia, placed himself on record as favoring a national tax council. Colonel Choate, business manager of the Alabama Music Operators' Association, said that only 50 per cent of the operators in his territory were members and that new operators were hurting both the association and fellow operators by using unethical practices. He favored a national organization of associations and a national tax council.

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George A. Miller, president and business manager of the California Music Operators' Association, declared that in the past 12 years 74 tax bills have been introduced in the state legislature and that his association was successful in defeating every one of them. "Our association does not go out to seek new members; instead, prospective members come to us. Our group has joined the Tavern Owners' Association so we can discuss mutual problems. If CMI will watch the tax situation and try to keep the levies regulated at a reasonable level; if CMI will also try to get rid of the excise tax—we can take care of the rest."

E. Jay Bullock, managing director and secretary-treasurer of Southern California Automatic Music Operators' Association, said that he felt like a child among adults because his group was only four months old. "However, we have made tremendous strides in that time. We now have 150 members, with three or four new ones coming in each day. Every location of every member is listed with the association and the union. The association also circularizes locations as a part of our public relations program. I recommend that CMI form a national association of organizations to exchange ideas and get licenses and taxation uniform. There is weight in numbers."

Joseph Brilliant, president of Michigan Automatic Phonograph Owners' Association, said that operators are not able to make a good return on their investment. "If the manufacturer can curtail production, competition will take care of the price problem. The cost of equipment is irrelevant anyway; the important point is that the life of the equipment—without requiring replacement because of new models—is of sufficient length for the operator to realize a good profit. Factories should find out how much new equipment an operator can stand, curtail production accordingly, and pick distributors with care."

The high cost of equipment, labor and supplies are not the main drawbacks to profitable operation, according to Jack Cohen, president of the Phonograph Merchants Association of Cleveland. "The trouble is that excessive excise taxes are passed to the operator, and he, in turn, cannot pass them to the consumer nor add them to the sales price of the product. A man who operates 100 phonographs buys about 300 new records a week which bear an excise tax of $10. When an operator buys new machines, excise tax is $50 per machine. And then there is the $10 yearly Federal location tax which is invariably paid by the operator or taken off the top. I urge CMI to take action with Congress regarding this matter."

In order to discourage locations from buying their own machines, members of Wisconsin Phonograph Operators' Association will not service a location-owned machine, but instead, refers the proprietor to the man who sold it to him. C. S. Pierce, president, was the speaker.

Evan Griffith, president of Washington Coin Machine Association, brought up the juvenile problem and how certain uninformed groups are charging that machines are contributory factors to delinquency. "On the contrary, they help keep the kids off the streets," Griffith declared. He asked CMI to make an educational film stressing this fact, and also asked for suggestions to help combat unfair charges being pinned on operators.

William L. King of the Phonograph Operators Association of Eastern Pennsylvania, in offering a solution to the problem, suggested sponsoring juvenile dances once a week and loaning machines for these parties. "This has been done successfully in our territory," he said.

With reference to educational movies, James Mangan agreed that it was a good idea but that the price of sound film—$50,000 for a 20-minute movie—was too steep for CMI's currently limited budget. "Our ultimate aim is to make a movie divided into three sections — music, vending and amusement—which can be used in behalf of each operator of each type of equipment. In other words, the music man would run only the music section of the film."

Sidney Levin, attorney for the Automatic Music Operators' Association of New York

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Arcade Equipment
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City, threw some pertinent punches. After stating that his association was the strongest and largest music group in the country, he asked: "What steps are being taken to bring Wurlitzer and Seeburg into CMI's fold?" He also stated a national association is not feasible unless every locality is organized on a local basis first.

Dave Gottlieb said that CMI has tried to enlist the membership of Wurlitzer and Seeburg, but thus far have been unsuccessful. He was optimistic about getting them in the near future.

L. D. Morris, president of the Missouri Amusement Machine Association, suggested that part of CMI's $150,000, contributed by manufacturers, be utilized to place representatives in the field and sell operators on the benefits of joining an association.

Leroy Stein, executive director of the Music Guild of America, Newark, fired his opening shot by declaring that "operator" is a misnomer and is one of the reasons the phonoman is not receiving due respect. " 'Operator' reminds a lot of people of Nellie, the sewing machine girl. We should be called 'merchants.' Our past troubles in this business have been caused by the wrong kind of thinking—or no thinking at all. I am in favor of a national tax council; it is badly needed. As for an association for distributors, that's up to the distributors to determine. A national association of associations is needed, but it is problematical if we are ready for it."

Stein feels there should be more than one award for the best public relations work of the year. He stated that operators could save considerably on their fire, theft and malicious damage insurance contracts if they entered into these contracts as an association instead of as individuals. He recommended personal speeches by operators before groups to cement good will and speeches by outsiders to groups on behalf of operators.

Declaring that distributors are the weak spot in the Industry and that the manufacturers are at fault in not appointing the right kind of distributor, R. H. Schneider of the Phonograph Owners Association of East St. Louis came out in favor of an association for distributors. He added an interesting sidelight: his group has collected no dues for two months because the present balance on hand is more than ample. He also suggested that operators boycott the products of manufacturers who are not members of CMI.

Other speakers included F. McKim Smith, president of National Association of Machine Owners, who said that CMI should sponsor a national mechanics school for arcades to help alleviate the shortage; Harry D. Lief, attorney for the Cleveland Phonograph Merchants Association; Charles Kanter, secretary-treasurer of Automatic Phonograph Owners' Association, Cincinnati; Jim O'Brien, business manager of Phonograph Operators Association of Eastern Pennsylvania; Claude Hall, president of Alabama Music Operators Association; Dewey S. Godfrey, attorney for Missouri Amusement Machine Association; and Roy B. Cunliffe, president of Illinois Phonograph Owners, Inc.

James A. Gilmore, secretary-manager of CMI, announced that on February 21 he would depart on a cross-country CMI membership junket and would address various groups throughout the country. Los Angeles is first stop on his schedule.

Multiple Vendor by National

CHICAGO—Star at National Vendor's glittering booth was the electric automatic merchandising machine. Individual compartment trays, 6½ inches long and 2¼ inches wide, hold eight different types of merchandise; the machine accepts nickels, dimes and quarters, and vends at any price from 5 to 40 cents.

Of the console type, it has a capacity for 400 articles. Cabinet front is formica; finish is baked enamel. It will be several months before production will roll into high gear.

National Slug Goes National

ST. LOUIS—National Slug Rejectors, Inc., is now training service personnel to man a string of branch offices throughout the country and thus offer personalized service to every coinman. Major headquarters are now set up in Chicago, New York, and California, and will serve as jumping off places for the expansion program.

Correction

In last month's "Red Hot News" appeared an item stating that Strikes 'n Spares was being manufactured by Mike Munves Corp. That was incorrect. Strikes n' Spares, the first totally automatic bowling game, is manufactured by Allite Mfg. Co. of Los Angeles.

The firm announces it is now in full-scale production.

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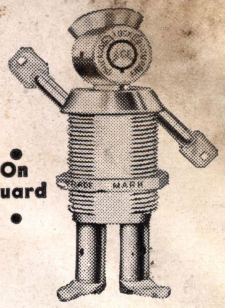

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Shavings From The Show

Robinson Wins CMI P. R. Award

CHICAGO—CMI's award of a 1947 Cadillac to the man who did most toward furthering public relations of the Industry last year went to Samuel "Curley" Robinson, managing director of Associated Operators of Los Angeles County, Inc.

Because the critical games situation in his territory kept Robinson glued to his post in California, the scroll was presented to Leonard Micon, director of the association.

The award highlighted the annual banquet at the Stevens Hotel, attended by 1,800 coinmen and their friends. "One hundred fifty prominent members of the Industry were considered for this prize," James T. Mangan preambled the reading of the plaque.

It was also announced that the sale of tickets for the banquet was halted at four p. m. the afternoon of the event because the Stevens, world's largest dining room, could not accommodate any more people.

"This show set a record for the number of exhibitors, the number of registrations, and the amount of business transacted," Dave Gottlieb, president of CMI, announced. Members of the board were introduced.

Entertainment, in the form of ten scintillating acts, met with waves of applause. Jack Herbert, self-styled magician and wit, sparkled as master of ceremonies. Henri Lishon's Orchestra provided the music.

"Our machine is the most revolutionary device ever introduced to the trade. There is no other that can equal it. Tell your readers that it is the star of the show."

After hearing this from about a hundred different exhibitors, we have reached the conclusion that naming the "star" of the 1947 event would be tantamount to opening up every cage in the zoo and telling the fangy animals to help themselves to shredded meat a la body.

There were innumerable displays which were outstanding; there were countless machines introduced for the first time. Following are some miscellaneous news notes jotted down while touring through Exhibit Lane:

Telequiz' question and answer device lined 'em up at Booth 23 . . . Personal Music has designed a permanent magnetic pick-up arm for installation in low-volume music studios which is adaptable for any type of automatic record changer. Personal boxes now have both nickel and dime chutes . . . *Sportsman Roll*, a 7-ball bowl-type table, manufactured by Square Amusement Co., Poughkeepsie, N. Y., evoked much interest. Highlights of the game are its mystery buttons, alligator motif, and a new type leatherette finish.

A new idea in Bell design has been incorporated in Bell-O-Matic's *Jewel Bell*, which has color, flash and motion . . . Makers of the popular *Guest* radio undraped their *Tourist* unit, a table model version of *Guest*. Same radio, same meter, same two-slot operation (10c and 25c)—plus streamlined eye-appeal . . . An ex-servicer who is making rapid strides in the parts business is Dan Gould of Chicago . . . Lewis A. Jaffa, who succeeded Hal Meeks as sales manager of Eastern Electric, presided over the busy booth. Eastern Electric's push-button type cigarette vendor—the first all-electric machine on the market—has been in production for one year.

Electro-Games Co. of Grand Rapids, Mich. made its debut in the coinbiz with *Bowl-A-Line*, a five-frame game, played in a minute and a half. The machine utilizes lights instead of pins and also a steel ball, activated by a regulation size bowling ball, which is grasped by the player . . . Solotone presented a new studio amplifier unit and mirrored selector cabinet . . . Tradio grandshowed its two television sets: one for commercial locations, the other for homes. They also pedestalled their dime chute wall box, usable for either phonographs or radios.

Parts and locks were predominant at the booths of Heath Distributing Co. and Bell Lock Co. Former showed its coin chute adapter units, conversion kits to replace pick-ups on all model Wurlitzers and Seeburgs, and a timer unit for radios and washing machines . . . Bell offered three new types of locks . . . Hubert E. Hood, former West Coast representative for Personal Music, is now vice-president of Pantages Maestro Co. . . . Maestro men were limp-handed from receiving congratulations on their eye-filling mirrored and conversion cabinets. Ace feature of their wired music system is that it operates on single channel telephone lines, thus cutting down operational expenses considerably.

One of the simplest constructed games was found in Champion Mfg. Co.'s *Basketball*. It has only three moving parts, can be used on counter or stand, and has a play-stimulating "foul shot" feature . . . The de luxe *Photomatic* and *Voice-O-Graph* clogged traffic at International Mutoscope booths . . . An attractive pedestal stand for automatic phonographs and a tubular coin wrapper drew top billing at Baum Distributing booth.

Reliable Metal Engineering Co. brought out a sanitary napkin vendor, dice game, and ball gum machine . . . "The only machine of its kind at the show," is the way Jack Simon, president of Central Mfg., sums up *Hi Fly*. It is an upright pin table which shoots a coin, instead of a ball, into the field of play. The mechanism has been detechnicalized to a point where the machine can be dismantled in 55 seconds. High point

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of mechanical excellence is a patented automatic tilting device developed by engineer Jack Sass.

National Slug Rejectors' display was in the form of a revolving globe, backgrounded in blue, on which were etched all nations, each in a different color. Directly underneath were National products, also revolving . . . Something new in claw machines is the console type brought out by Como Mfg. Co. of Los Angeles. Cabinet is all crystal glass and offers about two and a half times as much playing area.

Extra features of RCA Victor's coin radio, which may be purchased and added to the set, include an earphone jack, which automatically cuts out the speaker when in use and allows for attachment of standard headphones or a pillow-type speaker for hospitals; a hum-free AC-DC inverter which adapts the set for use in hotels where only 110-volt DC power is available; and an automatic time switch which turns off the power at a predetermined hour at night and turns it on again at a predetermined hour in the morning—this to prevent "night-hawks" from disturbing other guests during the late hours.

"Spotlite" in Spotlight

CHICAGO—The terrific playing appeal and novel design of *Spotlite*, Esquire Games' new hit, had a fine reception at the show, the firm reports.

Among the distributors visiting them during the week were: Larry Frankel, Frankel Distributing Co., Rock Island, Ill.; Carl Happel, Badger Novelty Co., Milwaukee and Los Angeles; O. J. Mullininx, Mullininx Amusement Co., Atlanta and Savannah; Ed Shaffer, Sr. and Ed Shaffer, Jr., Shaffer Music Co., Columbus; Sam Strahl, American Amusematic, Pittsburgh; Moe Fine, Roxy Specialty Corp. of Canada.

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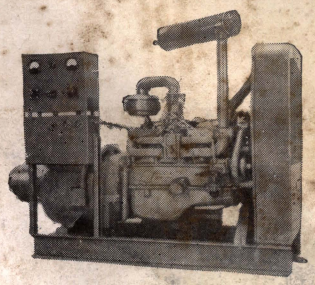

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Factual, Non-Factual Show Coverage by Press

CHICAGO—To one segment of the press "coin machines" mean slot machines—regardless of whether they are salesboards or vendors. To another segment, they mean every type of equipment operated by coin.

The show was given two varied treatments by two Chicago newspapers. The *Daily Tribune* writer reported what he saw; the *Daily News* newshound closed his eyes to every type of device except bell machines and salesboards.

"More than 120 exhibitors, using twice that number of booths, placed on display their latest developments in coin-operated machines," the *Tribune* chronicled. "The wide variety of displays ranged from equipment for penny arcades to a new machine that dispenses railway tickets along with the correct change."

The *Tribune* then went on to describe Coin-Arts' shoe shine machine, Trans-Meter Corp.'s railway ticket dispenser, and the quiz device developed by Training Devices, Inc.

The reporter gleaned facts and figures from James Gilmore on the growth of the Industry. "Gilmore said approximately 75 million people have occasion to use a coin-operated machine of one kind or another at least once a week," the newsman wrote. "He (Gilmore) added that the Industry employs some two million persons in the manufacturing and operation fields.

"Gilmore said the Industry hopes this year to 'come close' to the normal pre-war annual output of 150 million dollars worth of new machines."

The *News* story was headed "Slot Machine Sale—for the Syndicate" and lost no time in building up the erroneous impression that slots and punchboards were the only items on display. The reporter apparently thought that slot machines and punchboards are one and the same thing, because he wrote: "In the hotel lobby a well-dressed man generously passed out paper match packs with a printed invitation to visit Room 366 for the exhibit of 'the world's oldest and largest manufacturer of punchboards.' Did this mean that anyone could buy these slot machines?"

The *News*' coverage of the show is reminded of the story told about William Randolph Hearst. In his search for sensationalism he allegedly instructed his reporters that if they didn't find a melodramatic situation they should create one.

Which is just what the *Daily News* reporter did.

New Trailer Ideal for Moving Coin Machines

BUFFALO—Engineered for the exacting job of transporting heavy, easily-damaged appliances such as coin machines, the *Charioteer* trailer fills the need of many coinmen for a vehicle that can be hauled at fast passenger car speeds without injury to fine finishes and delicate mechanisms.

The trailer is of welded, all-steel construction and features large diameter tires and special springs to protect loads from road shock, low platform for easy loading, a 12-foot long web strap for securing tall appliances, ball hitch, bumper clamp, safety chains, tail light, and red safety reflector.

Two men can easily unhitch and move a full-loaded *Charioteer*, permitting easy delivery directly into building, up freight elevators, and through narrow passages.

Officials of Warmac, Inc., Buffalo, national distributors of the *Charioteer*, state that although its capacity is rated at half a ton, it has carried well over a ton in high speed road tests.

Wonders of Coin Age Unfolding for Travelers

CHICAGO—The vacationist and tourist will be King of the dawning Post-War World and the coin machine, in all its varied manifestations, will be his humble servant.

Already the wonders of the coin age are playing an important part in the lives of travelers, but like Al Jolson would say, "You ain't seen nothing yet."

The railroads are testing ticket vendors, which dispense stubs and change. Western Union is perfecting *Telefax*, an automatic message transmitter. Wired music is coming into club cars, and coin-operated plate dinners will be ready in the fall. A tooth brush holder, complete with brush and powder, is now undergoing location tests in California.

Television sets, augmenting coin radios, will be standard hotel and motel room service. Frozen foods and super coin markets with automatic change-makers are being given the big rush on planning boards. A vending machine with ten selections has reached the "working model" stage and others, offering from 20 to 30 varied products, are in the offing.

The men who claimed that anything which can be poured or packaged can be vended are proving themselves Number One prognosticators in Coindom's Wonderland.

Production Miracle

CHICAGO—That Automatic Book Vending Machine Corp.'s pocket book vendor was able to make an appearance at the show is a tribute to the miracle workers at American Vending Corp. In the short space of three weeks, specialists moved *Vend-It* candy machines from the floor to the work room, revamped the mechanism, built new cabinets by hand, and installed a 25-cent slot. Artists then wielded brushes for the final touches.

The machine holds 150 books, one-half of which can be seen at all times.

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improve the appearance of your playboard, will save many damaged arches, put new zip in the game's action. Try a set—you'll want them on every TOTAL ROLL you operate.

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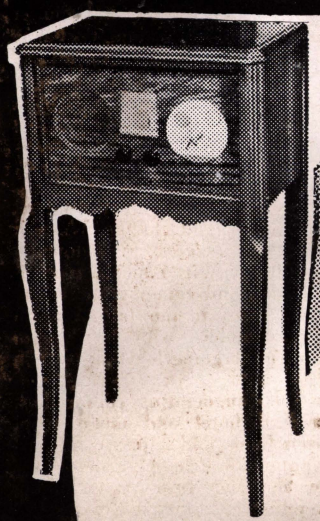
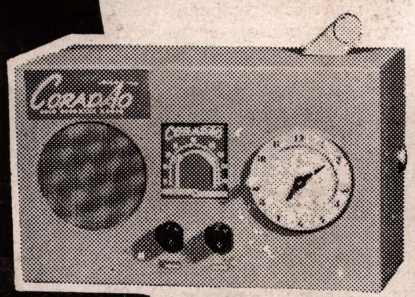


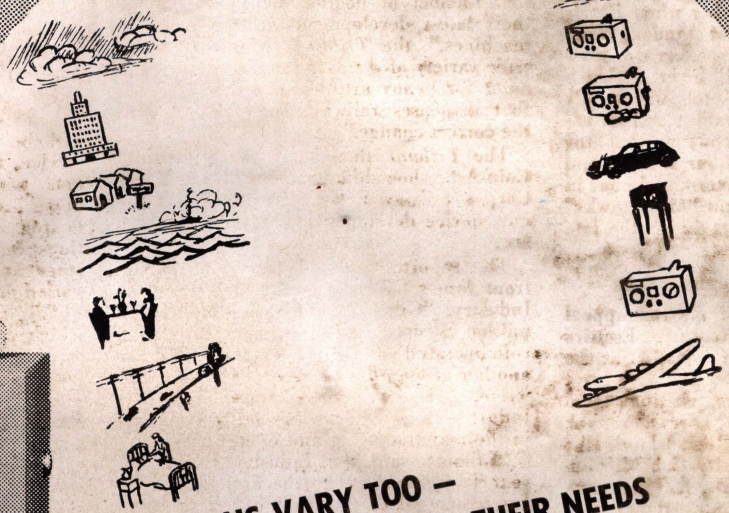
CONSOLE MODEL
For Fine Hotels



ALARM CLOCK MODEL
For Tourist Camps, Hotels

STANDARD MODEL
For Restaurants, Motels

HOSPITAL MODEL
Speaker Under The Pillow



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5. 5-inch Alnico speaker. Gives a rich, natural tone.
6. Steel cabinet—built for beauty and strength. It's tamperproof, scratch and fire-proof. Fully insurable.
7. Attractive crinkle finish available in variety of colors.
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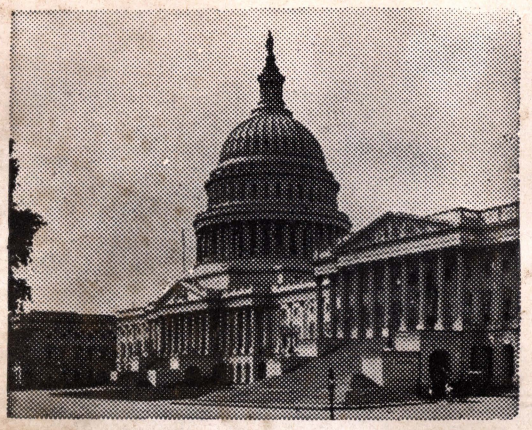
COIN MACHINE REVIEW
21
FOR MARCH 1947

From The Nation's Capitol



Reported by
ROY S. RAMSEY

Freight Rate Picture Cloudy

The freight rate picture, which has been changing almost daily for the past few months, is getting cloudier and cloudier. Latest storm is arising over the so-called Bulwinkle Bill—strongly advocated before Congress by the powerful railroad lobby. The measure, which just missed passing at the last session, would exempt railroads from all anti-trust laws. Opponents of the Bulwinkle Bill, like Senators Tobey and O'Mahoney, claim that legalizing a railroad monopoly will raise the price of rail shipping 'way out of sight.

Should the bill pass, it will block such suits as the one which former Georgia Governor Arnall has pending before the Supreme Court. Arnall is contesting the right of railroads to continue their rate differential in the South. If his case is upheld, Southern coinmen will realize substantial savings in FOB charges.

Govt. Praises Vendor

The Department of Commerce is enthusiastic over a new vending machine for dispensing bottled beverages. According to the department's publication *Domestic Commerce*, "Manufacturers of vending machines, silent salesmen, and package dispensers should find this coin-controlled vending refrigerator of interest, particularly for amusement park, beach, and other resort locations."

The invention is now available for licensing, and particulars of necessary proceedings can be obtained from the U. S. Patent Office by referring to Reg. No. 4985.

Bottles in the machine are arranged radially on a wheel, the structure being capable of holding an unusually large number of bottles. The cabinet of the vendor has a cooling apparatus operated through the usual power unit located in the bottom. Inside the cabinet are a number of bottle dispensing units which deliver the merchandise in a pre-determined order. Means for bringing one bottle into alignment with the discharge chute consists of a mechanism which is set in motion by a coin-controlled slide.

Parts Shortage Eases

The Office of Temporary Controls (formerly Civilian Production Administration) reports that coinmen's chances for obtaining electrical wiring devices, copper wire, and other replacement parts are brightening as a result of increased production. OTC officials emphasize, however, that plants manufacturing these parts still have unfilled orders amounting to about a half billion dollars, while shipments are running to only a little over $50,000,000 monthly. At this rate, it will be another ten months before the back-log of orders is met. On the other hand, OTC expects shipments to increase greatly *if* there are no devastating strikes.

Fewer New Coins

Coinmen who have been bothered with a galaxy of new-type coins minted by the Government in the past few years can relax for a while. The White House reports that President Truman has decided that no more commemorative coins will be issued by the various mints. It is stated that the Chief Executive will veto any bills creating new coins that Congress may pass. So it looks like the Roosevelt dimes and the Booker T. Washington half dollars will be the last of their kind for at least the next two years.

Standard coins already being minted will be permitted to vary even less in weight than they do now under the terms of a new bill under consideration by the Senate Banking and Currency Committee. The new measure provides that newly minted coins be rejected if they differ more than a few milligrams from the prescribed weight.

Annual Coin Test

Machine production and close checking of coin weights has already made the annual coin test conducted at the Philadelphia

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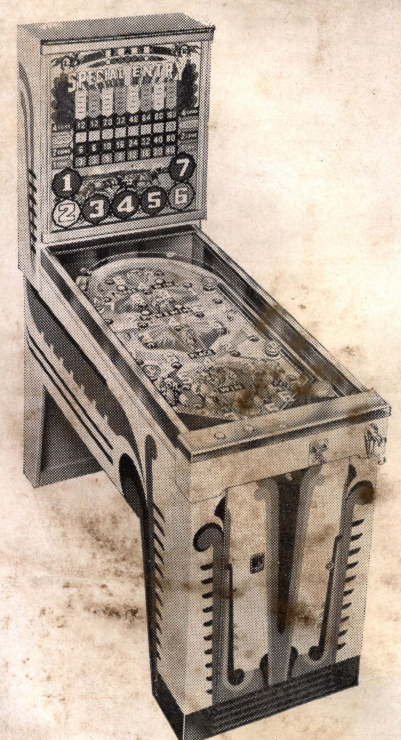

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Amazing new "Mystic Flash" transfers Win-section of play-field to top of board, which usually scores only Purse or Show. Players play five, six, *eight* or *ten* coins per game to catch the "Mystic Flash," greatest profit-booster since introduction of multiple feature . . . BIG ODDS DISPLAY, starting with 3-to-1 is another play-stimulating innovation of BALLY ENTRY (Automatic) and SPECIAL ENTRY (Replay) . . . Positive multiplied odds dramatize multiple feature, encourage multiple-coin play . . . MOTOR-OPERATED SHUFFLE eliminates "shuffle-fatigue" and speeds play . . . BALLY's new multiple masterpieces can *double* and *triple* your normal one-ball profits!

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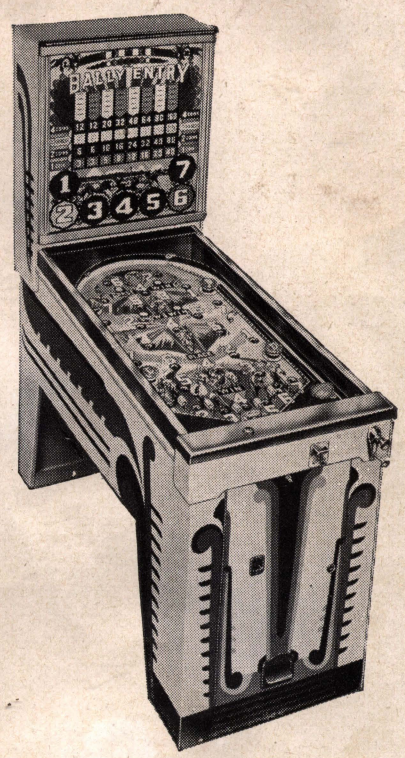

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Los Angeles 15, Calif.

Mint a mere ceremony, the Treasury Department has announced. This annual test has been carried on without break since a law was passed in 1792 making it obligatory. The law, which was sponsored by Secretary of the Treasury Alexander Hamilton, has been amended in only one respect since its enactment—penalty for debasing coinage is now imprisonment or fine. Originally it was death.

The Philadelphia test this year was interesting to watch, the Treasury states, but had no particular value. One coin of each 2,000 minted, or a total of 215,000, were weighed individually on delicate scales loaned by the Bureau of Standards, and then tested chemically by assayers for silver content. "No appreciable deviation," the Treasury remarked laconically. It appears that the Industry can thank Hamilton for making their coin mechanisms no more complicated than they are.

More Sugar Promised

Republican leaders in Congress still haven't decided just how much they will increase sugar allotments to industrial leaders, but it appears that manufacturers of soft drinks and candy will get about 10 per cent more than they have been receiving. Where the GOP is going to dig up the additional sugar is what the Agriculture Department would like to know. According to the Aggie boys, a ten per cent hike would leave sugar stocks about two million pounds in the hole. Apparently unworried about the stocks, the Republican Sugar Committee—completely unofficial as far as Congressional procedure is concerned—is also promising that housewives will receive increased sugar supplies.

Bally Presents Two New Multiple Games

CHICAGO—The two new multiple games *Bally Entry*, in the automatic class, and *Special Entry*, in the replay class, incorporate several distinct innovations, said George Jenkins, vice-president and general sales manager of Bally Mfg. Co. at the coin machine show, where the games were displayed.

"The new stepped-up odds are proving a strong play attraction in test locations," Jenkins stated. "Odds start at 3, instead of the old style 2, and step up to 5, instead of 4. Also the odds are multiplied out for the player. Top odds, for example, are 160, instead of 40 multiplied in the player's mind by four. This dramatizes the multiple feature and definitely produces increased multiple coin play."

Other features include the "Mystic Flash" feature and the motor-operated shuffle. By means of the "Mystic Flash," the win-section of the play field, normally at the bottom of the board, is transferred to the top of the boards, to sections which usually score only purse or show. Location tests are said to show that this feature attracts many extra coins.

"Needless to say," Jenkins stated, "the games retain all the profit-proved principles of Bally's greatest multiples."

Sheehan Joins Telequiz

CHICAGO — Leonard Sheehan has been appointed district sales manager in the Midwest for *Telequiz*. Formerly manager of the Wisconsin-Simplex Co., exclusive Wurlitzer distributor for Wisconsin, Sheehan has a wide acquaintance throughout the Southeast and has been engaged in sales promotion work in the coin machine industry for the past 15 years.

Sheehan predicts an exceptional national acceptance for *Telequiz* and calls it "a tonic to the whole coin machine field."

Sheehan's superior is Joe Beck, vice-president in charge of sales.

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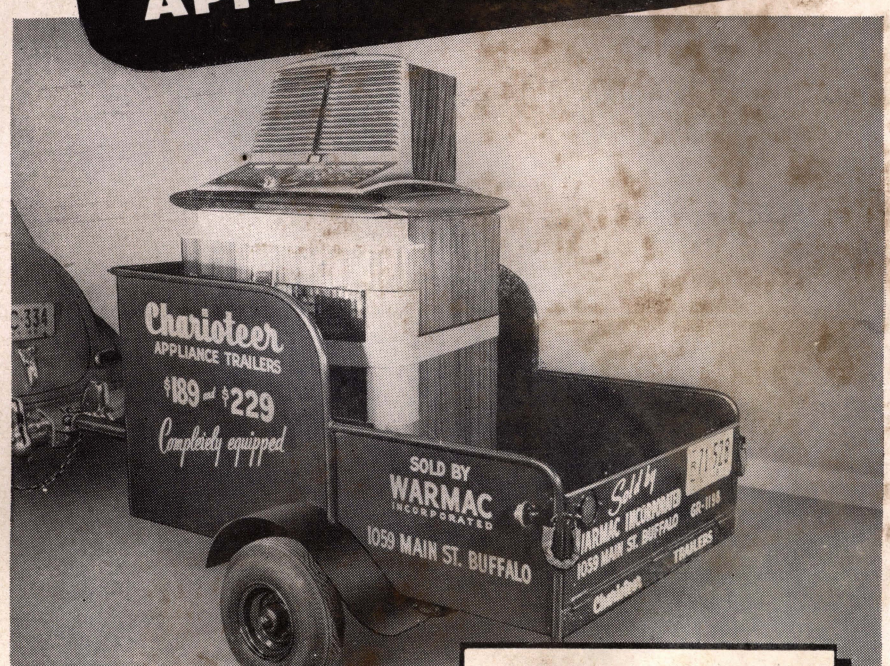

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L. A. Operators to Be Skill Game Specialists

LOS ANGELES—With the operation of pin games being discontinued in the unincorporated areas of Los Angeles County on March 13, local coinmen will specialize in skill-type games.

Stories currently in circulation to the effect that "Curley" Robinson would accept a berth with CMI were scotched by AOLAC's dynamic leader. "I have been approached by a group of manufacturers who seem to think I am worth $50,000 a year, but I declined the offer. I am staying in Los Angeles. This is where I'm going to drive my 1947 Cadillac." (Robinson was awarded the car by CMI for doing the best public relations work during the past year.)

Art Mohr, association attorney, clarified the ordinance passed by the County Board of Supervisors which kayoed marble games. He expressed appreciation to merchants and operators who spoke at the Supervisors' meeting, and admonished the members to keep the association intact.

Ray Adams, head of the Southern California Tavern Owners' Association, said that at the present time there is a wave of hysteria on the part of the general public and the public has taken an "anti" attitude toward "our business, as well as other businesses." He attributed this public antipathy to one of two factors: our laxness during the war years, and the usual aftermath of every war. He also told the men that for their own interests they should not disband the association.

Attorney Joe Altagen prefaced his remarks with an encomium for the association. "I have yet to see any organization which is as closely knit and bound as AOLAC. You should be proud to have a man of Curley's type at your helm." Altagen told the group that certain interests are glad of what has happened to pin tables. "These men are hoping that you get out of business, so that when the situation returns to normal they will have a wide-open field."

In a discussion of location percentages on skill-type games, Robinson declared that no commission over 50 per cent should be paid. A proposal for declaring a moratorium on location "bumping" was voted down.

Leonard Micon suggested that the association set up a clearing house for disposal of pin tables so that the operators would be able to obtain the best possible prices. Robinson accepted the suggestion with thanks and told the men to register their games with AOLAC who would work with jobbers in disposing of them.

"Hi-Score" Scores High With Operators

NEW YORK—Pan Coast Amusement Co., the first manufacturer to introduce coin chutes for Wurlitzer machines during the serious war-time shortage period, are now ready to make delivery of their popular *Hi-Score Alley Roll*, *Hi-Score Roll Down*, and *Victory Roll Down* games.

They are also preparing their shoe shine machine for early unveiling.

New Sales Manager

CHICAGO—Dave Martin, coin veteran of 17 years, has been appointed sales manager of American Amusement Co. Among the many innovations Martin has introduced to the Industry is a precision built escalator conversion, consisting of a new combination of parts, which requires only 20 minutes to install and lines up with any mechanism.

Bar Goods Sales Increase

WASHINGTON—Candy bar sales for the first 11 months of 1946 showed increases in both dollar volume and poundage, as compared to the same period a year ago. 580,875,000 pounds were sold in 1945, 588,409,000 a year later—a 1 per cent increase. Dollar value jumped 10 per cent.

New "Gauged Production" Policy for Gottlieb

CHICAGO—In an unprecedented move, Dave Gottlieb, president of D. Gottlieb & Co., has announced that his firm is embarking on a new policy of controlled production, gauging the output of games in relation to what can be reasonably consumed.

"Fundamentally, our gauged production policy is actually a method of controlling quantity on any specified new game," Gottlieb explained. "However, it will be done, not through haphazard guesswork, but on a predetermined basis. Careful analysis of our 20 years of game production, including 15 months of capacity post-war production, has revealed that the Industry is capable of profitably absorbing a certain number of games from each manufacturer. With this definite knowledge, plus accurate information gained from pre-release testing, we know to within a few percentage points what the total operator requirements are for each game, and we will gauge production accordingly.

"After we have determined the schedule for game production," Gottlieb continued, "we will make the allocation of units to our distributors. Each Gottlieb distributor will be urged to hold his entire order for any one game to an absolute minimum. A certain number of games will be shipped each week to every Gottlieb distributor throughout the country. This equal division of production gives operators in all sections an opportunity to profit sooner than if only a few distributors received most of the first production.

"If we don't curtail production and play ball with the operator," Gottlieb concluded, "the whole Industry will be plowed under. We are making this move to help stabilize the operator's investment."

Other leading manufacturers were noncommittal about following suit. Most of them are straddling the fence, waiting to see the outcome of the Gottlieb policy.

Throughout the years the unbalance between manufacturers' production and operator needs has created bitter feeling among coinmen. By pouring a constant stream of equipment on the market, the manufacturer did not give the operator an opportunity to realize a full return on his investment before competition forced him to procure newer equipment.

Coin-O-Matic Sets Up Main Office in Chicago

CHICAGO—Coin-O-Matic Cashier Co. has moved its main office to Chicago but will retain the Seattle headquarters as a branch. Coin-O-Matic's changer, manufactured by Central Stamping & Mfg. Co., was a focal point of interest at the recent show. If the firm had been so inclined, they could have appointed all their distributors the first day, but because they are choosing them with care, 50 per cent of the country still remains unassigned.

Four representatives will soon go on the road and production is expected to hit 5,000 per month by June.

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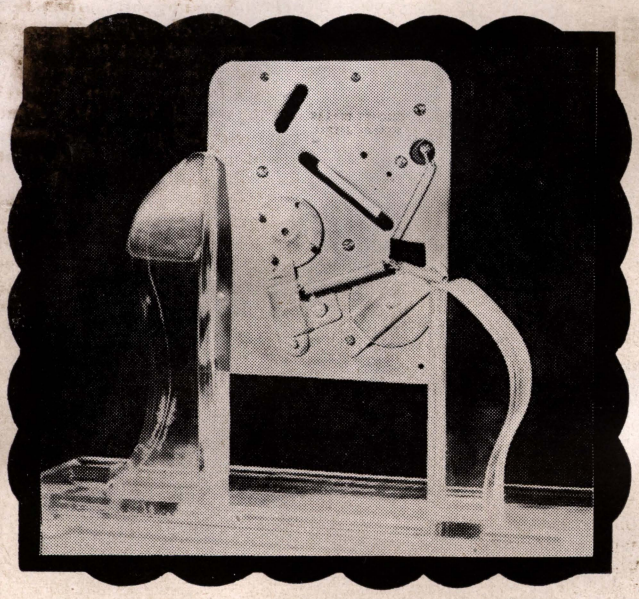

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FOR MARCH 1947

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Operators Want Two Annual Shows: One In Chicago, One In New York

CHICAGO—The 1947 show is history, but the memory—warm, poignant, lingering—still pervades the consciousness of those who attended.

"It's a shame there is only one national show during the year," a leading operator lamented when the full dazzling magnificence of the event unfolded. "I'll bet that if there was a poll to find out if coinmen were satisfied with just one show, they would vote in the negative. Personally, I think there should be two, spaced six months apart. I'm not saying this for selfish motives, understand, because another show would cost me added expense, but why should a manufacturer who perfects a new device—say in March or April—have to wait until next February to give it a country-wide preview? Sure, he can display it at his own private party, but how many coinmen, in proportion to those attending this one, would be there? To put over a new product in a big way, you must have a big show—a national one, like this."

The quotes were still warm when THE REVIEW dispatched a reporter to get an on-the-spot survey. This was the question put to the thousands of operators milling about the Sherman:

"Do you think the show in Chicago each year should be the only exhibition of new equipment held anywhere in the United States?"

Carefully tabulated answers reveal the following results:

Twenty-eight per cent of those questioned said, "Yes," that the show in Chicago was adequate. Fifty-one per cent answered, "No," there should be other shows. Twenty-one per cent were non-committal. "As long as I don't miss what's new in the Industry, I don't care how many shows there are," was a typical comment.

An operator in North Dakota stepped to the forefront of the status quo ranks in the "yes" section by stating: "One show is sufficient and preferable because it is less expensive for manufacturers to display their equipment at one place and at one time; the manufacturer, in turn, may pass on this saving to the operator."

A coinman in Scottsbluff, Nebr. told THE REVIEW: "For my territory, one show is okeh, but probably it's not so good for operators living at distant points who must travel a long way."

The 28 per centers included remarks such as: "One show is plenty;" "Okeh for me because I can see all the equipment on the market at one time;" and a string of straight "yesses" without elaboration.

Those who felt there should be more than one national exhibition in the United States were widely varied in their replies. They ranged from "A show should be held in every city" to "One in the West and one in the East."

Of those coinmen who named a specific city they would prefer to see another display of equipment, nine out of ten chose New York.

Other answers: "More than one suits me"—"One in New York, one in the West, one in Chicago"—"Why not L. A. or Frisco?"—"Make it L. A."—"Should be one in a different state each year"—"Suggest one for Western operators"—"Should have more over states."

An Ohioan told the inquiring reporter: "From your REVIEW, it appears as if there is a continuous show in the West Coast; Chicago should take care of the rest once a year." (Maybe it's the Hollywood influence that glamorizes coin activities in the West, or it could be that coinmen on the far slope capture the show spirit in February and retain it the year-round—Ed.)

Several suggested that there should be one annual show—but that its site should be switched from Chicago to the East Coast.

Arcade for Negroes

NEW ORLEANS—New Orleans Novelty Co., headed by Louis Boasberg, has come up with a genuine novelty: an amusement arcade exclusively for the use of Negroes. Said to be the first of its kind in this country, the arcade promises to be well patronized by the large Negro population of this city.

New Orleans Novelty is well equipped to start this new venture, as the company has been successfully operating two other arcades.

Number Three for Frankel

CHICAGO—Frankel Distributing Co. of Rock Island, Ill. opened its third office last month. Located at 604 S. Eighth St., Sioux Falls, South Dakota, the new branch will be used primarily as a service outlet, specializing in installation and repair work for operators in South Dakota, West Iowa and Southern Minnesota.

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Leon Berman and Charles Katz, of Esquire Games Company say: "We are thoroughly pleased with your quick acceptance of 'Spotlite.' Here is a game with more action, thrills, speed and suspense than any game ever built! It's a proven money-maker. Many franchises were allotted to the top distributors in the country . . . however, there are still a few territories available. Write today for full details."

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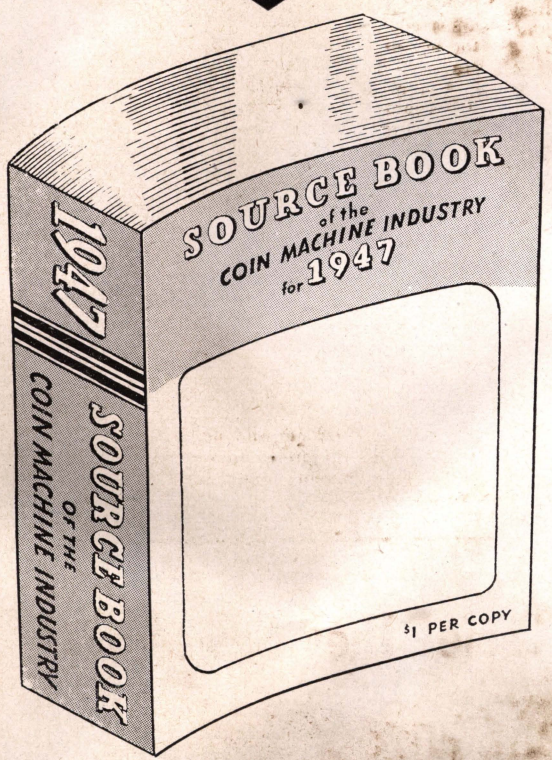

CONTENTS

5 Big Sections

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PUBLICATION DATE—APRIL 1st

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What's Going on? in the UNITED STATES

Boston

Many of the trade returned from the show at Chicago replete with enthusiasm, although to some, the big show did not come up to expectations. A large volume of business was placed by New England concerns. A number of new machines attracted wide attention among the group.

Al Dolan, head of Pioneer Music Co.; Ralph Lacky, manager and Jerry Dolan, salesman, came back from Chicago much elated over the reception of *Bar-B-Frank*, an automatic frankfurter machine they introduced there which went over big.

David S. Bond and Irwin Margold of Trimount Coin Machine Co. feel that the machine which will be the outstanding money earner of 1947 is Keeney's *Big Parlay*, a one-ball game. This machine, in their opinion is five years ahead of the times. Among those who entertained them and made their Chicago stay pleasant were Keeney, Gottlieb, Williams, O. D. Jennings, and Personal Music.

A 12-hour gin rummy game was a feature of the return trip experienced by a quartet of well-known coin machine men: Dave Bond and Ed Ravreby vs. Sam Conte of Fisco Sales Co., Haverhill, and Irwin Margold. According to the participants, it was a perfect battle which ended about even.

Henry Factoroff, factory manager for Associated Amusements, came back by plane.

Activities at Associated are characterized as "terrific." The boys are coming in for spring buying. Manager Hoff of Playland Arcade, New York, has installed much new equipment for the summer season and has redecorated the place.

Bert Klapper, another well-known coin machine man, attended the show and is waiting for the new lines to come in. Operators recently visiting his establishment were Paul Sansone, Walpole; Jack Rondeau, Lynn; Harry Baker, Portland; and Sam Caslani, Montpelier.

F. W. King and Charles A. di Sabatino of King Distributing Corp. were among those present at the show. Recent visiting operators at King were Alvin Woodworth, Fitchburg; Bill O'Brien, Newport; and Phil Carrova and Ted Pierce, both of Providence.

Milton Hoff, manager of the Boston Coin Machine Co., one of the largest pin ball operators in New England, has returned from his honeymoon in Florida.

It is stated in the trade that candy manufacturers are beginning to realize the necessity of supplying their products in 100 and 200 counts, if they wish to continue with vending machine operators. Operators constitute a substantial outlet for the sale of their products and are looking forward to a 10 per cent increase in allotment of candy from manufacturers, which appears to be in the offing.

Russ Thompson, former mechanic for Western Automatic Machine Co., and also operator of a penny arcade in San Francisco, has taken a position as mechanic with the Apex Coin Machine Co. He is acting also as instructor for other employees. One of them is Jim Priddy, former bosun's mate in the Navy, who will eventually be mechanic for Pioneer Music Co.

Guy Durgin, a Presque Isle operator, was a recent visitor to Atlas Distributors.

C. Frederic Wellington

Indianapolis

The height of something or other is reached this issue in that most of our sources of information were attracted to the Chicago show. It's almost a cinch bet that everyone of any consequence attended.

Operators are still in the clutches of the seasonal recession. However, play is being spiced with arrivals of new equipment.

Looks like a pin ball year, now that distributors report at least a few top-popularity games being delivered each month. These games are the more attractive because of the high score feature, in addition to a swing back to more incidental action and numerous "Specials" by which the customer wins.

While driving through Springfield, Mo., enroute to Oklahoma, we caught E. C. "Chester" Daniel servicing a cigarette vendor, and had a nice visit over a cup of coffee. Chester is with Orchard Music Co. of Springfield and is handling the cigarette end of the business.

Receipts are off probably a third through this section, mainly because of the bad weather period which affects the tourist trade.

Same old story on percentages for music. Pretty tough with a 50-50 split added to other pitfalls. Don't get us wrong though, the Orchard boys have a beautiful set-up, and are doing a thriving business. Music, games, and vending.

C. Arthur Wallace

Seattle

Paced by brisk movement of phonograph equipment and records, better than expected for the season, the Industry here went into the final days of the usually lethargic first quarter with an optimistic eye on the coming months.

Some anxiety concerning state legislation on pin ball games and bell machines slowed business in those channels somewhat, but general distributor-operator opinion is that after the solons hash over a few more pros and cons, and count their available tax revenue, things will be back in the groove and jumping with renewed vitality.

Backing the optimistic outlook was good news from Idaho, where a bill outlawing

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coin games was proposed and introduced to the legislature. The House of Representatives tossed the proposal into the ash heap with a rousing vote, and took steps to legalize games under a fresh set of controls. The 1945 legalization had been spiked and repealed earlier in the session.

A report from the Washington state tax commission on proceeds from amusement devices for the months of September and October showed a new high going to state coffers. Collections for the two-month period totaled $565,632.

At Seattle, the city council's license committee granted annual renewals on 663 amusement devices, most of them pin games. Major operators granted renewals were: Erickson & Diller, 56 games; S. C. Fehrenbacher, 64 games; C. W. Bolin, 200 games; Siegel & Marcus, 199 games; Harthorn & Mondschein, 105; Pollack & Green, 70; C. J. Gist, 55.

Pertinent Facts Department—In Spokane, City Auditor Carl Clepper estimated that coin machine taxes had netted the city $182,400 in 1946.

Tacoma's city council approved applications of the following pin ball operators recently: Barney Stallone, Willie Gentile, Orva M. Craft, W. H. Holmberg, and E. E. Sammis.

Coin Row Ad Lib—Distributors and operators who attended the Chicago show, were back at their desks this month, full of new ideas garnered in the Windy City, and ready to put 'em to work locally.

Sam Grossman, of Seattle Coin Machine, hadn't returned at this writing. Reason, according to Earl Everett, who talked with him on the phone, was that Sam thought he had only one relative in Chicago, but when he started gallivanting about he found that his family tree had spread its branches considerably, so he took another week to get acquainted with the big city Grossmans.

Al Crow, who is holding down the head desk at M. S. Wolf Distributing while Chet Garton is South on business, tells me that Vic Little, Victoria operator, got tangled up in a Montana blizzard on the way back from the show, and had a good opportunity to absorb the winter beauties (Brrrrrr) of the cowboy state.

Bob Martin of Capitol Records gave us the word that his firm is opening a new branch in Portland soon. Ed Nielsen will be manager.

Mrs. Harry Jacobs good little bow-wows won a brace of blue ribbons at the recent Seattle dog show. In the toy poodle class, her Le Monde Chic De Larson copped best of breed honors, and her Miss Perfection of Rosbar garnered best of opposite sex first ribbons. That Le Monde Chic De Larson name fascinates us. Could it be possible the pooch had a French mother who romanced with a Scandinavian woof-woof? (Clary, let's keep romance from going to the dogs —Ed.)

Changes: Les Tobey,, former Capitol salesman, has gone to Portland to work for Johnny Welch, operator. Solly Solomon has left Western Distributors; at press time we hadn't contacted him to get his new connection . . . Dick and Fred Fields have bought the Pla-Mor agency from Johnny Michael, and are moving from the Bayview Bldg. to Westlake North . . . Michael will continue jobbing and distributing from his second floor Bayview Bldg. location . . . And oh, brother, here's a change I want to make before Bill Alsdorf of Jack Moore's catches up to me: Last month I insisted on calling him JACK Alsdorf in this column. And after all the chummy chats we have had, too. Sorry, Billy boy, I got you tangled with the firm name.

At Puget Sound Novelty the boys were busy installing a hair-trigger burglar alarm system. The firm has been robbed twice recently by window-smashing vandals. Extra mean vandals, too, because they smashed a bell machine used to keep the employee's benefit and fun change fund.

Chris Christensen of Lucky Amusement is back from a California vacation. His wife made the trip with him.

Art Andrell went to the Chicago show the easy (but long) way. He drove through California, Texas, New Orleans. One way of avoiding those Montana blizzards.

Charley White didn't go to the show. He went fishing. Score: three beautiful Blackmouth salmon. A Blackmouth salmon is a young King, and is noted for its tender, juicy—but let's not go into that—it's two hours till lunch time.

Thugs also paid a visit to Jack Moore's recently. They gained access by throwing a blunt object through the big side plate glass window, and walked in. The blunt object was about the size of a small horse, according to calculations.

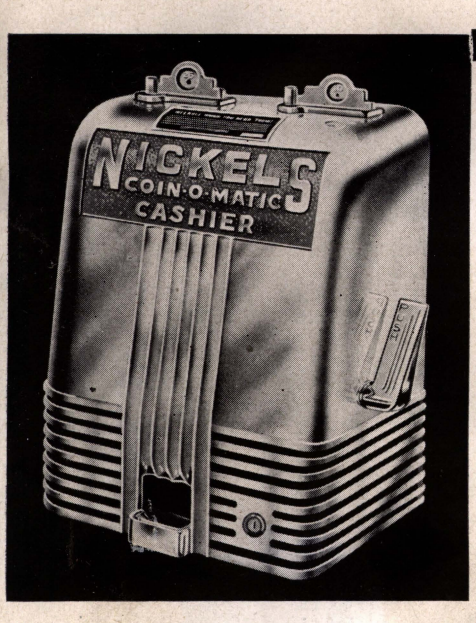
Visitors at Jack Moore's last month included Ted Brower, Aberdeen; Vic Little, Victoria; Earl Beresford, Vancouver; and W. Storey, Lewiston.

Phono operators visiting Decca during the month included Bill Staed of Harmony Music, and his right hand man, Johnny Bailey. They were hot on the trail of the *Anniversary Song* and nailed a couple of the hot platters at Decca after a bit of confab.

Betty Rice, formerly with Sherman & Clay, is now with Harper Meggee. Marion Berthume and Laura Watson are new in the billing department, according to Lois Lupe, she of the dulcet telephone voice.

Baby of the month is a charming bundle of femininity just arrived at the Kirby Rutledge house. Kirby is an amplifier man for Jack Moore's. Kirby, you won't need any amplifiers to hear that midnight bottle call!

Corley Phelps, Coin-O-Matic headman,



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A BOON! Customers serve themselves. No bother, no fuss, no delay.

TROUBLE FREE! No midnight service calls. Rugged, foolproof, cheatproof.

A BONUS to operators—soon pays for itself. Gets those odd dimes and quarters.

COIN-O-MATIC

tells us that operators at the Chicago show really "torture tested" his new money changer. The machine got an enthusiastic okeh after $200 in rapid-fire test loads were run through the mechanism, without a single miss or stutter. "That changer," one railbird remarked, after watching the clickeroo testing, "will do everything except whistle *Yankee Doodle!*"

Michael Clary

St. Louis

Operators and distributors from the St. Louis area rode to the show in style in a private railroad car. There were 90 members aboard.

Trading, which had been in a first of the year slump, picked up immediately after the show, with operators demanding new machines presented at the show before local distributors could receive their shipments.

On returning from the show, Nat Wolf, J. Rosenfeld Co., was greeted with requests for Bally's new *Double Barrel* pin ball and phonograph. Nat stated the quick change-over on the phonograph caused quite a bit of comment, due to the "portal-to-portal" name affixed.

Lou Morris, Morris Novelty Co., has acquired the agency for the *Getum Hot* peanut machine. Lou, who has been in the operating field for the last 25 years, has branched into the distributing end since moving into his new location.

A constant flow of operators, both local and from outlying districts, have been dropping into Murphy Distributing Co. to pick up orders of AMI phonographs. These included Earl Moore, Jefferson City, and Todd Barutio, Todd Music Co., Normandy. Ray Young, from suburban Valley Park, returned home with two new machines. Others in town were Bob Fischer, St. Charles, and S. Zitta, East St. Louis.

John Gazzoi, Star Novelty Co., reports that one day in Chicago was all the time he needed to recover part of the losses suffered in a recent hold-up. Star's owner claims the single day was sufficient to see the new offerings, so he hopped right back to his shop to "get a jump on the other boys." Dick Wright, Reliable Novelty, is still trying to trade John old machines for new phonographs on an even basis. "In fact he's getting a little hard to handle," John stated.

Ed Randolph stuck to his guns at Ideal Novelty while the rest of the outfit was making merry in the Windy City. There was a definite lack of activity at Ideal, as in other shops along Coin Machine Row.

Tom Collins, Universal Distributing Co., is still having difficulty getting into his recently acquired enlarged quarters. After obtaining possession of the building, a cold wave hit the city resulting in a cut in gas supply to commercial firms. "Now that we have a new heating system, we can get to work on remodeling," stated Tom, "which should permit us to move within the next month."

Fred Lehmkuhl, owner of W-L Amusement Co., which opened in March 1946, spent two weeks in Chicago attending the Mills factory school, held the week before the show opened. Fred stated the Bross Brothers, St. Charles, were down to look at the new machines before they had been received. "Everyone thinks we will have new equipment as soon as the show is over," Fred said. "Shipments won't arrive for at least ten days."

Robert Latimer

Cincinnati

The Ides of March approach with promise of spring and threat of winter and income tax reports, while the smoke of battle still hangs heavily over "Operation Woolworth, the five-and-ten-cent war." But the industry carries on, refreshed and rejuvenated by the wonders witnessed at the Chicago show.

Mrs. Joe Schaffer and the stork had "A date with Judy" at Good Samaritan Hospital, and Judy became the fifth child of the operator and his wife. Incidentally, all of the chicks' names start with "J." Fellow members of APOA sent flowers and felicitations, and hope that Joe now has a fifth good reason to bring out that new coin device they've been hearing about.

Joe Weinberger and spouse, (he's "Mr. Seeburg" in these parts), are telling friends about their marvelous trip to that delightful country south of the border in Central America, Guatemala.

Ray Bigner of Wesco acquired three jeeps in the past month, and reports they are admirably suited to his use as service trucks.

Candy Vender W. W. Tibbals is in Florida for the winter. Gene Walker and Wally Collett are looking after things in his absence. Collett recovered from the grippe just in time to join his colleague in the hegira to Chicago.

Willis Magly replaces Maurice Levitch as president of the Hamilton County Cigarette Vending Machine Assn. by reason of the election held at the last meeting of the group at Hotel Gibson. As secretary-treasurer, Stanley Sheehan succeeds Bob Iverson, and Ted Schwartz is held over in the veepee niche. The new officers start business with the treasury in fine shape, thanks to the business acumen of their predecessors. Bob Iverson gave six years to the number two job, while Maurice Levitch served three terms as president.

The cigvenders decided to adopt the Cuvier Press Club as their regular meeting place hereafter. Former meetings were held at various locations. Prexy Magly will try to stimulate interest in proceedings by having refreshments served during sessions, instead of after the meetings, on the "feed the brute" theory that satisfying the inner man brings out the best that is in us all.

Charlton Wallace, bridge editor of the *Times Star*, is also a cigvender and an active member of the local organization. At the moment he is busy handling the publicity for the Golden Gloves bouts here.

Operators report the receipt of a number of the new *PX* cigvendors, and are preparing to attend a school at Hotel Sinton. Ben Spira and Morris Auerbach from the factory will act as instructors. Reaction to the new machines is generally favorable.

Cigvender Al Stricker is beaming over the marriage of his daughter Jacquelyn to Anthony Roma. The nuptials were solemnized at St. Margaret of Cortona Church, Madisonville, after which the happy pair spent a couple of blissful weeks at Miami.

Arthur Fine, operator of the Fine Milk Vending Service, reports the sale of his business to the Cedar Hills Farms Dairy, which concern will carry on dispensing "fine" milk.

What might be termed a "tri-incidence" is the fact that Sam Chester, Charlie Kanter and Elinor Batte, who together direct activities at APOA headquarters, celebrate birthdays this month on the 15th, 17th, and 18th, respectively. Add their ages together and the total spells out "Happy Birthday!"

Three operators and the wife of one, all members of APOA, were victims of recent accidents. That Lou Schoenlaub of Columbia Amusement is alive today is a miracle. It seems that while driving in the suburbs on a dreary, dark day, the sun suddenly

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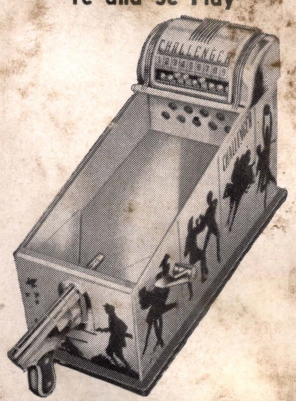

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darted from behind a cloud, temporarily blinding Lou. In that instant he crashed head-on into a six ton street sweeper, and although his new 1946 car suffered $1000 damages, the operator only sustained a cut nose and minor chest injuries which laid him up for three days.

Then there was the accident to Mr. and Mrs. Harry Bunnell, of B and H Vending, who are thankfully recovering from what might have been a serious auto mishap.

Bill Fitzpatrick is the other casualty, though not so fortunate. He slipped while at an operators' gathering and injured a leg. It was considered only trivial until eight days later it began to give him serious trouble. He then learned that the leg was fractured and that he must wear a plaster cast for several weeks which will not permit him to attend to his usual duties.

Raymond Childs Adler, Dayton merchant-tycoon, visited his new son-in-law Milton Cole, and while in Cincinnati attended a meeting of the APOA. There he was initiated into some of the mysteries of what makes the Industry tick.

Mrs. A. B. Cohen, in charge of the local Sister Kenny drive to help polio victims, addressed members of the APOA at their last Hotel Gibson meeting. Members pledged their help to the cause and appointed a committee to handle the matter. Sam Chester, Charlie Kanter, Harry Hester, John Weisenberger, Ray Bigner, John Nicholas and Morris Kleinman comprise the committee. Several other important matters were discussed at that time, not to mention the five and dime issue. Others among those who attended were Jerry Levy, Nat Bartfield, Al Lieberman, Bill Harris, Raymond Adler, Milton Cole, Dolores Ganzmiller, Mrs. John Weisenberger, Max Moeckel and Al Chasson.

Ruth Goret, Morry's sister-in-law, played assistant to the long legged bird for their mutual neighbor, a Scottish war bride. As the prospective mother's taxi stalled in the driveway, enroute to a hospital, a bouncing baby boy made his earthly debut, thanks to Ruth's training as a nurse. Mother and son both doing fine, thanks. Darned clever, these coin machine people!

Your REVIEW correspondent is one of the thousands of writers who help the Red Cross in its annual drive. Our work is contributed to the cause, which is a left handed way of reminding you not to forget to drop in your contributions when the Foster Mother of the World's Distressed passes the hat this time.

George Keith

Portland

Northwest show-goers included Budge Wright, Jack R. Moore, A. M. Moss, Frank Sandberg, Les Beckman, Robert Allen, and Asa Arnsberg.

The happiest trip Alan Dibble, Kelso operator ever made, was from the Emanuel Hospital in Portland to his home. Alan's wife had recovered from a major throat operation and was returning to the family domicile.

Vacationing in Palm Springs is Vern Raw, Seaside operator.

Portland census takers, attention! The population has been increased by one with the arrival of Barbara Ruth Brunn. Papa is Al Brunn, service manager of Coast Amusement. Offspring is Number Two in the household.

Among the out-of-towners spotted along the row were Walt Antrim, Pendleton; Monroe Hemphill, Medford; Ray Richards, Reedsport; Bruce Regan, Vancouver; W. E. Story, Lewiston; Lewis and Drummond, Stevenson; L. A. Nelson, Coquillee; and Ray Casteel, Hood River.

Dallas

Coin machine men from Dallas and many other Texas cities have just returned from the coin machine show at Chicago. The Dallas delegation, representing every distributing firm in the city and most of the larger operators, reports the show an outstanding success. Much praise was heard of the smooth and business-like manner in which it was conducted and the excellent attendance from all parts of the country.

A large section of Texas coinsters who returned from the show with the Dallas group were 12 hours late. The locomotive pulling the train to which Texas' special coaches were attached, was separated from the main section of the train. Damage to the tracks took 12 hours to get the train going again.

Members of Dallas distributing firms returning from the show were George Wrenn, Collis Irby and Fred Barber of Walbox Sales Co.; Mrs. C. R. (Jackie) Snyder of Leader Sales & Distributing Co.; Mr. and Mrs. George Prock and Harry Pippin of General Distributing Co.; Raymond Williams, Commercial Music Co., Inc.; Al Mendez, Rudolph Wurlitzer Co.; Mrs. Earl Reynolds and Henry Manning, American Distributing Co.; Mr. and Mrs. Sam Yaras, Southwest Amusement Co.; Frank O'Brien of Acme Amusement; and Dick Dixon of Southwest Amusement Co., Ft. Worth.

Among the returning operators from other sectors of the state were Bob House, Al Andres and Jimmie Johnson of San Antonio; Bennie McDonald and L. A. Moore, Ft. Worth; Tom Clore, Sherman; Bill Siros,

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Offers these exclusive advantages - - -

- **R.C.A. licensed 5 tube A.C.-D.C. radio.**
- **Has a super-sensitive hum-free circuit.**
- **Excellent indoor selectivity, built-in loop antennae.**
- **Variable volume control insures that guests in other rooms will not be disturbed by playing of other sets.**
- **Full dial selectivity. Choice of all stations.**
- **Invites play by all guests.**
- **Cabinet, smartly designed, modernly styled, comes in bleached walnut and walnut. Cabinet is 27 inches high, 11 inches deep and 14 inches wide.**

PRICE: $79.50

This unit meets all the rigid requirements of the most exacting hotel and motel trade. A thoroughly proved unit offering additional revenue for the management and entertainment for the guest. 90-day guarantee.

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Houston distributor; and H. H. Rutherford of Rutherford Enterprises, Amarillo.

Mrs. Sam Yaras, who says that she enjoyed every feature of the show, acted as unofficial hostess for the wives of visiting AMI phonograph distributors. At a party and banquet for AMI distributors, held at the Ambassador Hotel, Mrs. Yaras was also mistress of ceremonies.

Lucile Pilant is the new office secretary in the headquarters of Commercial Music Co. Miss Pilant is a former employee of the Commercial firm at Houston. W. L. Collins is a new member of the sales staff. Rex Bush of Dallas has also been added to Commercial's service department. D. J. Skiles is the proud owner of a new Packard Clipper. Congratulations, D. J. Won't you introduce us to your dealer?

Layton Dennard, co-owner of the operating company of Dennard & Brown, Henderson, has sold his interest to Jeff Eaton. The new firm will be known as Brown & Eaton Music Co.

Visiting coinsters seen on The Row recently include Jake Moore and I. D. Hightower, Ft. Worth; W. M. Slagle, San Antonio; Bill McWhirter, Gainesville; C. M. Durham, Texarkana; Speedy Walker, Waco; Drew Osburne and Ray Hoosier, Ft. Worth; Joe Akers, Denton; and H. H. Rutherford, Amarillo.

Frank Emerson, owner of extensive coin operations in Greenville and East Texas, is moving his headquarters to Dallas. Frank is architect, designer and builder of a magnificent new home in the exclusive Highland Park section of Dallas. The rambling, ranch type building of Austin stone is nearing completion and is a show place of Dallas' most beautiful residential section. The unique and original design of the house and the ideal landscaping of the grounds has prompted many prospective home builders of Highland Park to view it. Frank plans to move his family to Dallas as soon as the new house is completed. In addition to his new Dallas home, Frank will remodel and refurnish a modern office, warehouse and sales room for his operating firm on S. Ervay St.

Frank W. Wood

Oklahoma

Lots of things are happening in Oklahoma, and something may come to help the tax situation there. Operators are now taxed 12 per cent of the gross take by the state.

The Oklahoma City *Times* recently carried the following: "A bill levying an annual tax of $10 on all juke boxes operated in Oklahoma has been introduced in the house by Rep. Dick Riggs, Lawton."

Operators hope this is a step toward getting out from under the 12 per cent direct tax in addition to a 2 per cent state sales tax.

Oklahoma has a unique service by the Oklahoma State Operators Assn., which has appointed a counsel of five prominent attorneys who serve members by keeping them up-to-date on what legislation is in the mill affecting their operations in the various localities. The association performs a real service to the operator by keeping him posted on all changes in laws or tax matters in his immediate area. The cost of membership is a nominal one, and response has been gratifying.

Among those attending the Chicago show from Oklahoma were: Carl F. Jackson, Western Novelty Co., Seminole; Boyd Dickinson, Dickinson Music Co., Shawnee; Jack London, London Music Co., Oklahoma City; Mike Rice, Rice Music Co., Oklahoma City; Larry Tillman, Tillman Music Co., Muskogee; C. E. Dawson, Tri-State Coin Machines, Afton; Ben Hutchins, Sr., Lawton Novelty Co., Lawton.

W. B. Adkins, Adkins Music Co., just purchased three—repeat, three—new Dodge trucks for route service. This boy must have something on the ball.

Had quite a session with Tommy Lewis, genial manager for S. H. Lynch & Co., Seeburg distributor. Tommy can't see why a copy of THE REVIEW isn't on his desk. Neither can I, and will follow up. (Neither can I. Please send subscription.—Ed.) Lewis is all for Scientific Sound Distribution, and the campaign is on to properly distribute sound in order to get volume down out of the "blaring" bracket and re-educate the public to appreciate good music, properly presented.

Along these same lines, Tommy tells me of a famous junior light-heavyweight champion wrestler, none other than LeRoy McGuirk of Tulsa, who is an enthusiastic new operator with about 40 pieces of music in Tulsa County. McGuirk got in on the ground floor with the architect on the construction of Tommy Irvin's "400 Club" at 7th and Main in Tulsa. Recessed speakers were built into the walls, and there's soft, pleasant music all over the place. Speakers are of course invisible; seven were used, in addition to the standard Seeburg cabinet on the floor. Twenty-two wall boxes were installed, and sound engineers were called in to make the installation scientifically perfect. This sound engineering was carried out by the Cel-O-Tex people, and the operator's investment here is several thousand bucks. McGuirk is taking a great interest in music operation, and is after the snazziest spots in his territory.

Another bright spot in the Lynch clientele is Carl Jackson of Western Novelty Co., also of Jackson Tobacco Co., and lastly, also one of the Southwest's most noted breeders of Hereford cattle. Carl just finished building a $15,000 barn. He is a regular caller at Tommy's place also, and takes all the new machines he can get.

It's a real pleasure to call on such fellows as Tommy Lewis, as well as his associate, Wayne Copeland. Didn't meet any more of the staff, but if this is a fair sample of the hospitality they dish out, Lynch can't miss in Oklahoma and Arkansas.

Vice-President A. C. Hughes of Lynch's Dallas office just made an Oklahoma City visit.

Phil Simon of Phil's Enterprises made a trip to Lynch's Dallas office to place a nice order for RCA coin-operated radios.

C. Arthur Wallace

Houston

Robert T. Griffin, owner of Texas Music Co., suffered a serious injury while helping move a phonograph up a narrow stairway. The men lost control of the machine, and in attempting to avoid being crushed, Griffin fell, striking his head on the concrete floor at the bottom of the stairway. A minor brain operation was necessary to remove blood clots. He was recovering nicely at last report.

Secretarily Speaking—Pretty and efficient Flora Mae Nickolson, now secretary of the long established Leslie Music Co. operating firm. . . . Pleasing to the eye and worth her salary is Joyce Evans of Southwest Amusement Co., state distributors for Personal Music and AMI products. . . . Another secretary of note is vivacious Lillian Cowart with Standard Music Distributors who sell Aireon phonographs. . . . Newest secretary in our midst is attractive Eunice Kee who accepted that position with the Houston office of Commercial Music Co., Wurlitzer distributor, about a month ago.

B. W. Langford recently purchased the largest penny arcade in the city, located in

(See HOUSTON, Page 34)

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REPAIRING and REFINISHING
All Work Guaranteed
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AMERICAN EAGLE $54.00
Slot Symbols — Token Payout — Non-coin Operated. Tax Free.

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1c Cigarette Reels—Coin Divider. 2 Separately Locked Cash Boxes. Gum Vender.

BEST HAND—OOMPH—MEXICAN BASEBALL
Penny play counter games. Competitive. One or two persons play. Sparkling, fast and furious games of skill.

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Quickest Action Pistol Game on the Market

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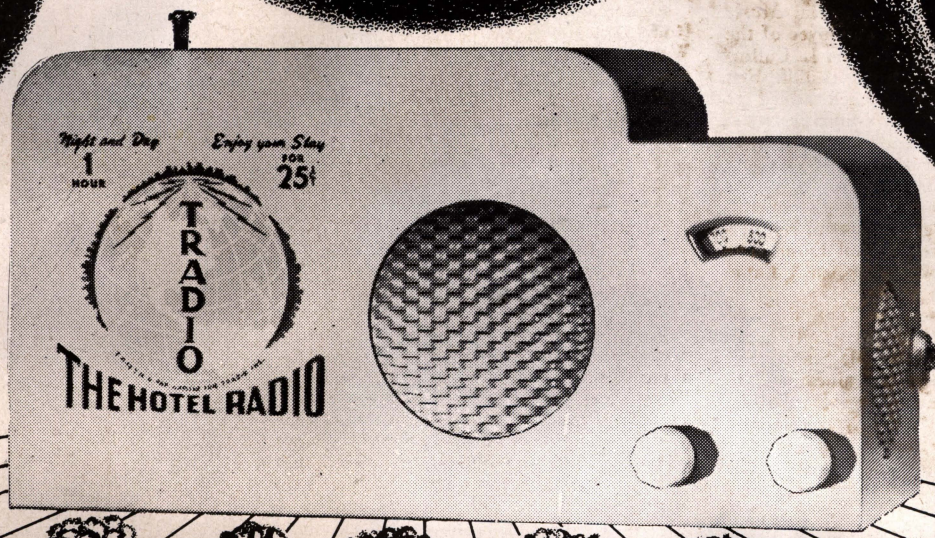
THE SHOW IS OVER--BUT THE APPLAUSE LINGERS ON



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Tradio—The Pioneer Coin-Operated Radio

Operators were surprised and delighted by our reduction in price they hadn't asked for or expected. Operators with established TRADIO routes approved our revolutionary, unprecedented T. F. R. P. plan that gave them retroactive credit adjustments of the new price reduction to the very first Tradio they ever bought—a bonus they never looked for! The "Tradio First" Reduction Plan will enable our operators to *double* their present routes and more than average out their original costs.

Warmest of All Was the Approval of the NEW TRADIO

The Only Coin-Operated Radio With All These Features

1. 6-TUBE SUPER HETERODYNE RADIO SPECIFICALLY DESIGNED AND PRODUCED FOR COIN OPERATION.
2. Ultra sensitive (conservatively estimated at 10 micro-volts).
3. High signal to noise ratio.
4. High image ratio.
5. Flat A.V.C. action.
6. Intermediate frequency wave trap which prevents interference.
7. Maximum tone quality due to proper output and transformer design.
8. TRADIO-TENNA, THE PHANTOM AERIAL—NO LOOPS, NO WIRES.
9. Adjustable volume control preset by operator to permit radio performance at any hour without disturbing other guests.
10. Heat resistant, warp proof, all metal cabinet.
11. Continuous timing available in 1, 2 or 3-hour cycles for 25c.
12. SIMPLE GEAR REPLACEMENT BY WHICH OPERATOR CAN CHANGE THE CYCLE WHEN DESIRED.
13. Tamper proof, insurable anywhere.
14. Separate lock and key for cash boxes (this minimizes burglary loss possibilities).
15. Quick, easy, permanent wall mounting or alternate location anywhere in the room.
16. Choice of color to blend with individual surroundings, various wood finishes where desired.
17. UNCONDITIONALLY GUARANTEED FOR ONE YEAR WITH THE EXCEPTION OF TUBES WHICH ARE GUARANTEED FOR 90 DAYS.
18. APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS.

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the first coin-operated intimate music restuarant radio.

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TRADIO, INC., sells only to operators, through qualified TRADIO distributors . . . never direct to locations. Only by protecting its own integrity can TRADIO protect you!

Write for Name of Your Nearest Distributor

HOUSTON

(Continued from Page 32)

the Uptown building center, and thus became the outstanding operator of that type of equipment in the Southwest. Besides Houston, he has major arcade holdings in five other leading Texas cities.

W. C. Lynch, formerly of Dallas, assumed managership of Commercial Music Co.'s Houston branch early in January. Harold Long continues as office manager.

Early this year, well-known Jack McDaniel became manager of Southern Distributing Co. He has around 25 years experience in the coin machine industry. Southern Distributing Co. is distributor for Rock-Ola phonographs in South Texas territory.

The Paramount Distributing Co., specializing in vending machines, has an ambitious program planned for this year. The firm established headquarters in M & M Building, Houston, a little over a year ago, and has enjoyed profitable and constantly improving business ever since.

O. D. (Pop) Sale, well known in coin machine circles, completely recovered from a major operation and is now back on the job. . . . Born to Operator and Mrs. Jean Dean, a six-pound girl. . . . Born to A. C. (Buster) and Mrs. Ayo, an eight-pound girl. Buster is service manager at Standard Music Distributors. . . . Mr. Jacobsen, from the Atlanta, Ga. Apollo Records, Inc. office, was a recent visitor at Crowe-Martin Distributing Co.

A majority of local operators view immediate business prospects for the bona fide operator with feelings of confusion and apprehension. Some of the more pessimistic see the end of music operating as a self sustaining business. Practically all agree that the situation, as affects the operator, is critical and getting worse. It is not the increased cost of operating equipment alone that is responsible. That might be absorbed even at a considerable sacrifice of net profit. General increased cost of living, after price controls were lifted, hit the operator just as hard as the next person and in some ways harder. The rub was that the operator had to absorb all of it while others had some recourse. Business, industrial and professional groups raised prices. Salaried and hourly paid workers got some relief in the form of bonuses and wage increases. None of these were immediately available to the operator.

The experiment of increasing five-cent play is not, as yet, successful. Some reports are that the customer will pay without too much complaint but location owners contend that higher priced music means fewer sales of beer and other merchandise. The president of The Restaurant Association of Texas took a public stand in favor of continued five-cent music. Many operators believe an organization might save the day either by increasing the price of play or getting a larger per cent commission from locations. Others pin their hopes on additional and diversified operating equipment.

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San Francisco

The Associated Music Operators, Inc. recently held the annual election of officers with the following result: the new president is Jack Ehrlich, Merchants Music Co.; Mrs. P. Quast, A. H. Quast, Inc., was re-elected vice-president; C. Maioli is treasurer. The Board of Directors is comprised of Bob Andrews, Lincoln Radio & Sound Service Co.; Lynn Jones (past president) Golden Gate Music Co.; Al Camicia, Gayway Music Co.; Bruno Cesana, Music Distributors; and Ken Popkey, Clark Distributing Co. On March 31 an installation dinner dance will be given at the Barbizon Room. Reservations may be made at the association's headquarters.

W. A. (Bill) Collier, partner of Viking Specialty Co., Inc., came back from the show very much impressed and gratified by the valuable contacts made with candy bar manufacturers and the fine arrangements for the supply of ball bubble-gum. Bill also said that they expect to have in stock immediately unlimited quantity of the new Northwestern 5-cent bulk vendors which have adjustable portion wheel, so each operator can determine the exact quantity to dispense. Viking has been appointed franchised distributor of *U-Select-It* candy vendor for the state of California. Collier further stated that they are cooperating very closely with J. W. Coan, president of Coan Manufacturing Co., which firm manufactures the *U-Select-It* vendors. In his youth, Coan was very active in the candy industry, and his well-established relationships with this allied industry are extremely helpful. Under the alert management of Bill Collier and Don McClinton, Viking Specialty Co. has entered the coin-operated radio field.

Walter A. Huber, Northern California manager of M. S. Wolf Distributing Co., also attended the show and had several interesting comments. He said: "Everyone was talking about the AMI automatic phonographs, and it made me very proud that we handle the line." Pertinent to five- or ten-cent play, he remarked that it still remains a controversial subject; though discussing it with a large number of operators from all parts of the country, he found that the majority are opposed to ten-cent play. The consensus is that it should be worked out separately for each location, taking into consideration various ramifications. Costs, of course, have increased very much, and some way will have to be found to meet the changed conditions. However, operators can think of happier solutions than ten-cent play. Manufacturers told Huber that it will still be two to three months before much better deliveries can be expected.

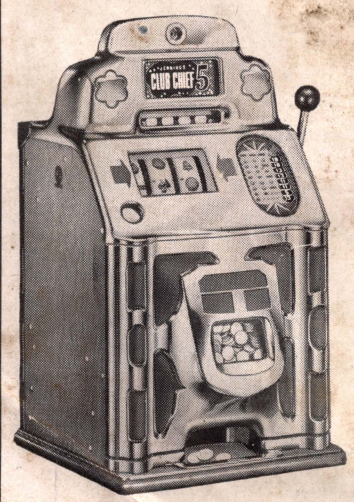
Business is very brisk at Advance Automatic Sales Co., according to Al Meyers, manager. Good shipments are being received of the new Gottlieb *Daily Races* and pin games of various leading manufacturers.

Dan King III, president of Western States Distributing Co., was expected back from Chicago by this time but Office Manager Glenn Emory Perry advises that Mr. and Mrs. King plan to stay in Chicago for an indeterminate time. According to Perry, Pace machines are arriving in good quantity but there is hardly time to store them before they have to be shipped out to the trade.

Joe Noto of Nobro Novelty Co., was happy to announce that his firm had been appointed jobber for Genco and Williams games. Nobro Novelty is doing a thriving business in records and has also available a large quantity of reconditioned equipment.

R. A. Parina, owner of Automatic Merchandising Co., who has made such an outstanding success of operating a far-flung cigarette vending business, had some interesting remarks to make: "We are improving our operating efficiency perceptibly. Postwar operating problems are very complex, and it behooves people in the automatic merchandising industry to look with care into good public relations, both internally and externally. Good merchandising principles should be given every consideration. The operation of good maintenance departments is becoming more and more a 'must.'"

Gisela Ney



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AUTOMATIC MUSIC

Pictured here are a handful of the 700 who attended Seeburg's 1947 showing at the Palace Hotel in San Francisco, sponsored by Jack R. Moore Co. Seated at the head table, reading from left to right, are: Joe Kamys, Seeburg regional service engineer; Dan V. Huguenin; Arthur Nelson; Mrs. Arthur Nelson; Dan J. Donohue, Seeburg district sales manager; Mrs. Jack R. Moore; Jack R. Moore; Mrs. John A. Ruggiero; George M. Miller; Helen Kessler; W. J. Suter.

Moore Shows Seeburg Line to Capacity Crowds

PORTLAND—In four whirlwind showings at Spokane, Portland, Seattle, and San Francisco, the Jack R. Moore Co. unveiled Seeburg's 1947 line of coin-operated equipment before capacity houses.

Grand climax of the four-city presentations occurred at the Palace Hotel in San Francisco where nearly 700 packed the premises.

High point of the show calvacade was a demonstration of how a Seeburg *146* could be converted into a Seeburg *147* with a change of door and dome—in eleven minutes.

Jack Moore outlined Seeburg's "Two-Year Plan," enabling the operator to retain for two years a phonograph which will remain practically unchanged and thus allow him ample time to pay for the machine. Moore also stressed the new "Package Plan," consisting of a hideaway unit, three speakers and five wall boxes at a price considerably lower than if all items were purchased individually. "The main reason for this plan," Moore explained, "is to make it easy and profitable to install Scientific Sound Distribution even in the smaller locations, thus eliminating blaring and thereby insuring continuation of our mutual interests."

In addition to the branch managers, the following gave speeches: Dan J. Donohue, regional sales manager; Jack LaRue, regional service engineer; and Dan V. Huguenin, advertising and sales manager for the Moore Co.

Eight Disceries Now On Stock Market

NEW YORK—When the titans of Big Business underwrote the preferred and common stock of eight record manufacturers, it served as the best possible indication that tremendous things are expected from Discdom.

Those already admitted to Wall Street are: Columbia, Decca, RCA Victor, Majestic, Musicraft, Capitol, Cosmo, and Keynote.

Just what attracted the financial world's high moguls? First, they liked the terrific increase in demand over a period of 14 years: from ten million in 1932 to 156 million in 1945. They were visibly impressed by the industry's accomplishments during the height of the depression—1932 to 1938—when the rock-bottom figure of ten million rose to 33 million. A Gallup Poll added more grist to their mill when it brought forth the estimate that in 1947 600 million records would be sold. Even if the Gallup Poll missed the mark, Wall Street figured it wouldn't miss it enough to discourage a good investment prospect.

The most important requisites a record maker must have to gain admittance to Investor's Kingdom are proved managerial skill, ability to sign top talent, and a reputation for fair dealing.

M-G-M Lining Up Talent For New Wax Works

HOLLYWOOD—Blue Barron's Orchestra, Ziggy Elman, Harry Horlick, Lena Horne and Mark Warnow are the first signees for M-G-M's new discery. Negotiations are now under way with Jimmy Dorsey, Sy Oliver, and Beryl Davis, while Leo the Lion is beckoning his shaggy mane at Billy Eckstine, whose pact with National is near expiration.

M-G-M's plant in Bloomfield, N. J. is geared to turn out 30 million records per year.

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Packard Phonograph Acclaimed in South

BIRMINGHAM, Ala.—Nathan Allen of the Ten Ball Novelty Co., recently played host two days for over 200 coinmen from Florida, Alabama, and Mississippi who gathered at the Thomas Jefferson Hotel in this city to attend the formal showing of the new 1947 Packard *Pla-Mor* phonograph, music systems and equipment.

Also on hand to explain the many improvements in the new Packard floor model was Art Nagel, representative of Packard Mfg. Corp.

Enthusiastic approval was voiced for the gay and beautiful '47 phonograph, with its flood of softly glowing colors against a background of rich walnut. Modern in design, the instrument has an attractive and distinctive cabinet set with a grille of smoothly molded, hammered aluminum. The famous Packard *Pla-Mor* selector with its spinning red knobs is inset at the top in a crown of brilliant red plastic.

Laymons Enjoy Show And 1947 Cadillac

LOS ANGELES—Mr. and Mrs. Paul Laymon extended their show trip into a month-long business and social jaunt. After leaving on the *Super Chief* with Mr. and Mrs. G. F. Cooper of Riverside on January 30 and taking in the Chicago event, they visited relatives in Indiana and got delivery of a 1947 Cadillac. Returning to Los Angeles, they made an extensive tour of the Southland.

Laymon was pleased with the show, especially the fine display of Bally machines. He visited the plant, receiving an interesting eye-view of manufacturing proceedings.

Addition of several new lines is expected to be announced shortly.

Studios Deny They Will Follow M-G-M's Disc Lead

HOLLYWOOD—With M-G-M scheduled to begin marketing its records on March 1, rumors have been flying with thickening rapidity that the other major studios will soon follow Metro into the field, and in due time change the Big Four to Eight, Nine or even Ten.

To get to the grist of the rumor mill, THE REVIEW dispatched a staff writer to the film colony, with the following results:

If any other studios are planning to enter the record-making business, they are certainly taking great care to keep it hush-hush. Paramount's Art Sarno said, "I haven't heard anything about it, but I'll check." He came back in a half hour. "There is nothing to report. There are no disc-making plans at this time."

RKO phrased their denial in these succinct words: "No serious consideration." Nothing is being planned immediately at Columbia. Twentieth Century-Fox says any forthcoming wax plans is news to them.

Warners owned part of Decca until about a year and a half ago and are now removed from the biscuit biz. And they're not returning—or so they say.

Don McDonald at Universal explained that since Universal aligned itself with International about nine months ago, Universal is borrowing stars from other studios, and under these circumstances, it would not be possible to sign them to transcription contracts.

Meanwhile, M-G-M plans to cut 40 million platters this year, which will be sold through Zenith distributors on a national basis. First sides will be music from *Till the Clouds Roll By*, featuring Jerome Kern compositions and the voices of Judy Garland, Virginia O'Brien, Kathryn Grayson, and Lena Horne.

Currently there are about 230 record companies in the field. According to a recent analysis, half of them are expected to bite the dust ere long.

RCA Coin Radio is Impressive Set

CHICAGO—The coin-operated RCA radio demonstrated for the first time at the Chicago Coin Machine Show marks the entrance of the Radio Corporation of America into the coin-operated instrument field.

The new set is a two-band receiver, employing six tubes and a felt-baffled 5-inch permanent magnet speaker for top performance. Of streamlined design and rugged construction, the RCA Coin-Operated Radio has many unusual features to protect the receipts of coin machine operators, hotel managers, and other location owners. A super-sensitive slug detector assembly, including a slug rejector mechanism and coin return chute, rejects all types of slugs, regardless of metallic content. The coin mechanism can be easily cleaned by pressing a "scavenger" button on the coin plate.

Mechanism and coin box are protected by heavy die-stock plate, reinforced with a steel band and secured by a strong triple-tumbler lock. A steel dial plate prevents access to the cabinet through the dial opening. The coin box is formed of hardened steel, welded to the cabinet and fitted with a separate, sturdy pick-proof, screw-type lock, permitting chassis service without access to the coin box.

Because of its size, the set cannot be enclosed in any standard luggage. This feature also eliminates the need for tie-down bolts or wall brackets which mar furniture and walls. Each set is fully insured against fire, theft, and damage for one year. The set is housed in a sturdy steel cabinet with a finish that is impervious to lighted cigarettes and alcohol. It is equipped with a built-in loop antenna. The umber gray cabinet with brush chrome bands and speaker grille provides plenty of "eye appeal."

The timer unit is wired for either continuous or intermittent playing and permits two hours of radio reception for 25 cents. Up to four quarters may be inserted at one time, providing eight hours' play. The coin box will hold up to $10 in quarters.

Set operates on 110-volt, 50-60 cycle, AC line supply. Slug detector, timer mechanism, or radio chassis can be removed within 60 seconds.

Extra features include an earphone jack; a two-coin unit to take either dimes or quarters; a hum-free AC-DC inverter; and an automatic time switch which turns off the power at a predetermined hour at night and turns it on again at a predetermined hour in the morning.

F. E. Crain, manager of RCA Sound Equipment Sales, states that the company went into production on the new coin-operated radio in February and expects to begin deliveries about March 1st.

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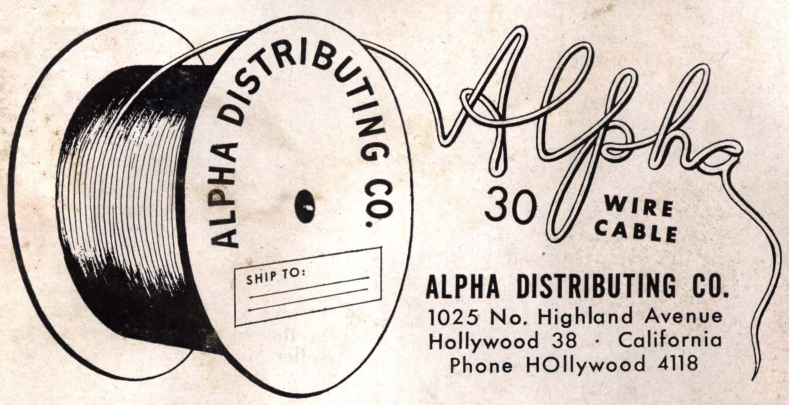

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Carter Sees Big Year

LOS ANGELES—Nick Carter, head of Nickabob Co. and Nickabob Sales Co., believes 1947 will see a leveling off of fluctuating conditions and a return to normalcy, at least to some degree.

Carter attended the CMI show in Chicago and expressed himself as very pleased with the tremendous interest shown in the Packard Pla-Mor line. "It seems like the Packard booth was filled all of the time and carload after carload of phonographs and accessories were sold."

Nickabob has Packard equipment rolling West in carload lots at the present time and regularly scheduled shipments of the new *PX* cigarette vendor are also coming in.

"We are getting a fair quantity of *PX* machines each month now," said Nick, "and the factory has assured us the quantity will be increased each month. Consequently we have been able to work out delivery schedules with operators so they can set up any expansion or replacement program for the year knowing they will not be disappointed in getting deliveries."

Putting the Peep On Packard Personnel

INDIANAPOLIS—C. D. Kemp, Rocky Mountain district manager, has been assigned additional territory: New Mexico and Arizona . . . There was ample reason for that smile on the face of Fred Fields, Pacific Northwest district manager, when he returned from his Chicago sojourn; he sold six carloads of Model 7's and acces- ories during convention week . . . There's ingest for a service instructor—after attend- factor show and spending a week at the service Allen Brown, Western regional He will usuctor, took off for Los Angeles, off spot for th n California as a jump- Western region.

Chicago Bra for Apollo

CHICAGO—Plans at 719 South State St. h pening an office by Apollo Records. In cha been completed Woloshin, former Apollo sale will be Ben troit. Kansas, Missouri, Iowa n in De- Indiana (except Ft. Wayne), Wis llinois, Minnesota, Nebraska, North Dakota, sin, South Dakota will be the territory covered.

Pioneer Recording Artist Dies at 74

NEW YORK—Albert C. Campbell, one of the first singers to make records when the phonograph was being developed by Thomas Edison died recently on Long Island at the age of 74.

Campbell was 20 years old when he and several other young singers visited the old Edison laboratory on lower Broadway, New York, and made a series of wax cylinders. He soon joined with Henry Burr and two other singers to create the original Peerless Quartet, one of the first quartets to be heard on records.

For many years Campbell recorded for Edison, Columbia and Victor and appeared with seven other singers throughout the country as the "Eight Victor Artists." During the last war he appeared with two other old timers in the "Memory Lane Trio" and sang old favorites at neighboring military camps and bases.

New Assistant Sales Manager

NEW YORK—Oliver Sabin, Musicraft's vice-president in charge of sales, has announced the appointment of Thomas W. Pulliam as assistant sales manager for Musicraft Records, Inc. Pulliam will spend considerable time in the field on sales promotion and training of sales staffs.

More Play, 10c Pay Is Key To Profits—Hammergren

NORTH TONAWANDA—Music men who advocate more play per phonograph to boost grosses and enable the operator to realize a fair profit are pursuing the right tactics, according to M. G. Hammergren, vice-president and director of sales of Rudolph Wurlitzer Co. Hammergren contends, however, that boosting play alone is not an adequate solution to the grave problem of meeting today's high operating costs.

"It comes down to this fundamental of any business: if you can't make a profit at your present price, raise the price. All the good will consideration in the world can't change the arithmetic of phonograph operating expenses under current conditions. We started exhaustive tests many months ago to determine income results possible through quarter-dime play. Those results have proved conclusively that the new basis of play returns more money to the operator. We would never have been foolish enough to recommend it if it had been only an idle hope or unproved theory."

As for increasing play, Hammergren says: "Just about a year ago we launched the Wurlitzer national consumer advertising program, the only concerted drive ever attempted in this business to sell the American public on the fun, relaxation, and entertainment value of automatic phonographs. We are not selling phonographs themselves or merchandise as such in those ads. But we are selling what the operator delivers to the public. Call it music. Call it fun. Call it a plain, old-fashioned good time. What it adds up to for the operator is more play per phonograph."

Ex-GI Hurdles Obstacles In Coin Radio Field

CHICAGO—While Army Air Corps-ing in India, Bill Zeitlin had a lot of time to think of the future. Bill was a radio instructor who started as a private and worked up to engineering officer. One day a brilliant idea struck him: when he re-togged with civvies, why not manufacture and operate a coin-controlled radio? Revolutionary. Different. A wide-open field.

When he returned home, Bill was quite disconcerted to discover that the field was no longer wide-open and that others were turning out the units and placing them on location. Someone else might have become discouraged and entered another line of endeavor—but not Bill. He started Coinaire Co., and with initiative and tenacity, overrode the material shortages.

Right now he's turning out 300 sets a week and is operating several hundred in the Negro district of Chicago. His goal: a national distributor organization and 500 on location in Chicago's South Side.

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"	10	" " "	5.30
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Movies Helping Swing Musical Taste from Boogie to Beethoven

by CLARENCE BEARDSLEE

Time was when the average operator would have laughed if you suggested that Beethoven or Brahms could nudge any nickels into an automatic phonograph. You may never have bought a classical record for your machines in your life . . . but you will this year. Hollywood and the major record companies are going to make it worth your while.

Beethoven and Brahms and a lot of other so-called longhair composers who never heard a phonograph, never saw a movie, and sometimes didn't have the price of coffee and doughnuts, are going to make hundreds of thousands of dollars for people who earn their living by selling music.

Hollywood, which via its films and sound tracks exercises a strong influence on the nation's tastes, has its eye on The Old Masters—and some of the new. Because of Hollywood's influence, it is possible to take stock of what is going on in the sound studios and predict what automatic phonographs will be purveying before year's end. Definitely there is a swing from hot music to what is variously known as serious, classical, longhair, or highbrow music.

The effort to make classical music popular with the average movie-goer has been underway for a long time, but not always with marked success. It is only lately that the right technique has been found. In the early days of sound pictures, big chunks of symphonic and operatic music were recorded and movie fans sat on their seats, for hours it seemed, while the horns tootled, drums banged, violins scraped—and the camera swung listlessly from one performer to another, regularly coming back to the energetic, perspiring conductor. Even for the most confirmed classical music lover this was a grim ordeal.

But a great discovery has been made (at least as far as Hollywood is concerned), namely, that the classical composers not only wrote some good tunes but, still more importantly, that their lives make excellent material for movies.

The picture *A Song to Remember*, based on Frederic Chopin's life, proved that Americans have a taste for classical music. They won't willingly sit for hours in a gloomy, drafty auditorium and listen to some drab hammer hell out of a pianoforte. If this same music is wrapped up in the glamour, color, excitement and romance that was a part of the composer's life and dreams . . . if the story and music are skillfully blended into a picture that is appealing artistically, dramatically and musically . . . then people will listen. Not only will they listen, they will want to hear the music over and over. They will buy the phonograph records and they will play the number many times on automatic phonographs.

For years, every child studying the piano made family life miserable by struggling with the intricacies of *Polonaise*, and few people had the courage to listen to a recording of the piece. Then along came Columbia Pictures' *A Song to Remember*, and people heard *Polonaise* played for what it really was. Result: almost a million and a half records of this number have been sold in the past year and a half.

The phenomenal success of Chopin on the screen has opened up a new world to Hollywood. Cameras and sound tracks at practically every major studio are recording the lives and/or works of a number of classical composers. Record companies are waxing numbers to supply the demands of fans who will soon swing from boogie to Beethoven with the greatest of ease. Sweet, swing and hot tunes will vie on automatic phonographs with music that for the first time in this country has come out of the rarefied atmosphere of the concert halls and into the work-a-day world of the average citizen.

Rachmaninoff's *Concerto No. 2* has been the best selling classical album since it was featured in Republic's *I've Always Loved You*. The also contemporary *Warsaw Concerto*, written by Richard Addinsell in the classical manner, has been a best seller since it was introduced in the British-made *Suicide Squadron*, released in the U. S. by Republic, Gershwin's *Rhapsody in Blue* also has hit a new high since the picture by the same name was released by Warner Brothers.

The tremendous sales registered by these movie-promoted numbers are only a beginning, Hollywood believes. Convinced that many other classics can pay off in a big way, producers are investing heavily in what a short while ago appealed to a com-

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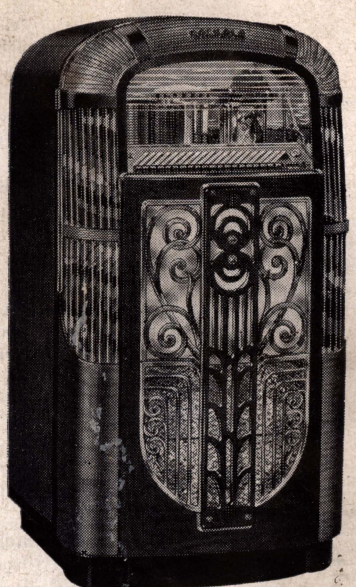

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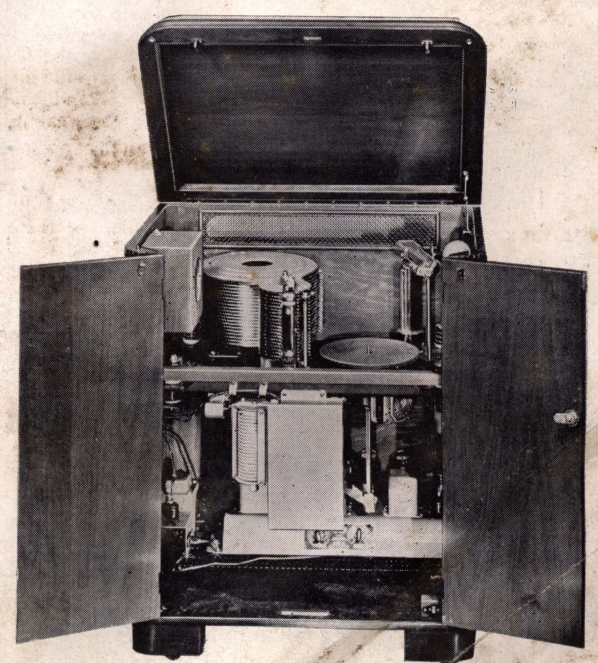

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ROBINSON BROTHERS
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parative handful of people. For a long time, classical records represented only about 30 per cent of the total output of record companies. Today, Hollywood, which has a finger in many a record company, is confident that that percentage is due for a sharp rise in 1947.

The music of Peter Ilyitch Tschaikowsky, always a favorite on the radio and at popular concerts, and the unusual aspects of his life, make ideal material for sound pictures. Paramount has about completed, and will release this year, a movie featuring the composer and his music in a production filmed in England and called *Life of Tschaikowsky*. A picture on the same subject, to be called *The Tragic Symphony*, is in preparation at Monogram, which plans at least five other films based on great symphonic works.

The recordings of the *Hungarian Dances* of Johannes Brahms and his famous *Lullaby* have long held a place in automatic music programs. Now, 20th Century-Fox's *Undercurrent* should arouse considerable popular interest in Brahms' *Third Symphony*, which is played in its entirety in the picture. Portions of this work have sufficient melody and color to make them very acceptable to automatic music patrons.

20th Century-Fox also has in production a film musical based on the life and works of the tragic German romantic, Robert Schumann. The picture has been titled *A Love Story* and will include among other Schumann works his *Concerto in A Minor*. Jose Iturbi is handling the piano chores, with the possibility that he may repeat the success of *Polonaise*.

The name of Ludwig von Beethoven, often called the greatest symphonic composer (and by that token usually thought of as the "most classical") should become familiar to every record fan in view of the attention that Hollywood is giving to his life and works. *The Life of Beethoven*, with violinist Jascha Heifetz and pianist Vladimir Horowitz, is scheduled for production this year, as is another film on the same subject titled *My Immortal Beloved*. The composer's *Appasionata Sonata* featured in Warner Brothers' recently released *Deception* has served to make the master's work more acceptable to the taste of the average listener.

In the past two years one of the most spectacular successes has been the stage musical *Song of Norway*, based on the courtship and marriage of Edward Grieg and containing much of his music. Still playing to capacity audiences throughout the country and abroad, this musical is in production at Universal-International. One number from the show, *Strange Music*, was a best seller months ago, when the stage version first appeared. It is expected to climb again to wide popularity when the film is released and it probably will find its way back into automatic music machines.

Universal-International has in production what should be the most colorful and imaginative of the crop of classical musicals, *Song of Scheherazade*. Based on the life of the Russian composer Nikolay Rimsky-Korsakoff, the film will deal with his writing of the symphonic poem about the Sultan's bride who, in the *Arabian Nights*, told her bloodthirsty bridegroom a new and marvelous story each night until he gave up his resolve to strangle her the following morning as he had done all his other brides. The composer's highly descriptive music and its brilliant orchestral effects will be amply used throughout the picture and no doubt will come as a revelation to many people.

While there are a number of other motion pictures, released and soon to be released, featuring classical music and concert artists who long have been shunned by the average patron of automatic phonographs, production of the films just mentioned should convince anyone that classical music is going to be sold to millions of people this year on an unprecedented scale.

There are a number of reasons for this. As far as Hollywood is concerned, it has been learned that the important foreign market, opening for the first time since war clouds swept Europe, is more receptive to films with classical music than those with typical American jazz and swing. Hollywood can recapture the foreign market and also increase movie attendance in this country by producing musical films with classical themes. The movies have proved that profits are not limited to popular music—that to be popular, music need not be dance tunes or hillbilly laments, that even music with a serious idea can hold the public as strongly as the boy-wants-girl ditty.

The major record companies have known this for a long time. Unlike popular tunes that ring up quick profits and then are forgotten, classical records of all kinds maintain a steady sale throughout the years, and in many cases eventually earn more than the quickie.

The trend to classical music is not one of sentiment or of a desire to "do something better." It is prompted by the fact that properly presented, properly showcased, properly exploited, classical music is something that millions of people will buy. This development can be a great boon to automatic music which, because often it has concentrated too much on inferior though popular records, has been roundly and loudly condemned by many people who should be the patrons rather than the enemies of automatic music.

Since the January issue, THE REVIEW has been conducting a column on the latest classical recordings in an effort to help operators satisfy every musical taste. As the movie studios and record companies reach an all-time high in classical music, the value of this music both in profits and goodwill should become more and more apparent.

New Discery

LOS ANGELES—Advance Record Co., specializing in novelty, race, and unusual numbers, has been formed here. Jack Goldman is president.

First sides to be waxed will feature Butch Stone, ex-Les Brownite, and a seven-piece combo. Other personnel in the organization include Van Alexander, manager, and Buck Ram, composer of such hits as *Twilight Time* and *Enchantment*, as musical director. Promotion and advertising is under the helm of Stanton Kramer.

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800 Top Center, Right or Left Red	8.00
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750 Top Corners	8.75
750 Lower Sides	8.75
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850 Top Corners	9.50
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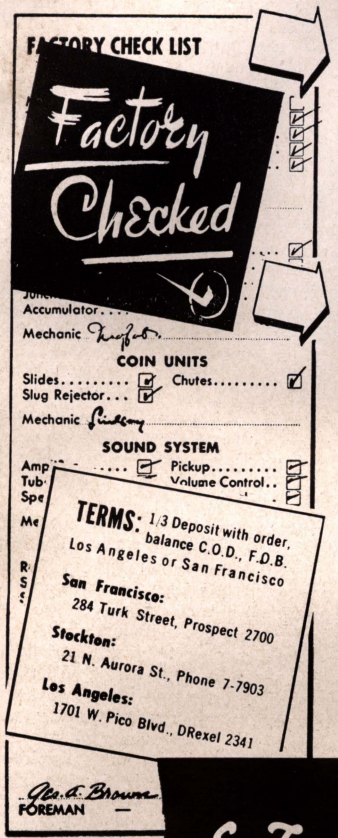

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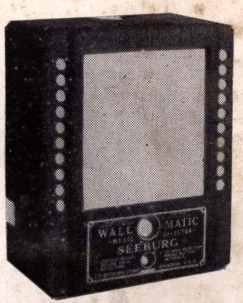

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Rift Reported In "Love Pact" Between SCAMOA and I.B.E.W.

LOS ANGELES—Rumors from a variety of sources that the International Brotherhood of Electrical Workers local is trying to take over the Southern California Automatic Music Operators Association and dominate the phonograph scene were vehemently denied by C. De Montreville, I. B. E. W. field organizer.

"We do business with a number of associations," Montreville told THE REVIEW in an exclusive interview, "and we have no interest in running any association. Neither is it our concern whether our members join the association. It's up to the association to attract new members on the basis of service rendered.

"Frankly, we prefer doing business with an association, rather than with a number of individuals—provided the association is run on a democratic basis—because it is much easier to work with one central agency."

E. Jay Bullock, managing director of SCAMOA, declared that the agreement between the union and association provides for union pickets, at the association's request, whenever a non-union operator moves in on a member's location. "The union has been very lax on this point," Bullock informed THE REVIEW. "As of February 19, the association had registered 20 complaints in conjunction with non-union men jumping union-association members' spots; two weeks to one month has elapsed since the filing of these complaints, and to date no pickets have been posted by the union and our members have not regained the locations.

"On the other hand, locations being operated by non-union music men—of whom we have not complained because there was no spot-jumping of association members—are being picketed by the union."

The chief purpose of affiliating with the union originally was to halt "bumping" of spots and thus stabilize the operator's investment.

SCAMOA's meeting of February 17 was a refutation of any "non-democracy" charges. At that meeting four additional members were unanimously elected to the board of directors to join the incumbents: Fred Ferra, Henry Bringas, Kenneth Bevin, and Jimmy Marshall. Adopted without a dissenting vote were the following measures and policies: a system for allocating new locations; any operator complaints are to be presented to the association first; it was agreed that the union and association have separate and distinct functions (the union to be in charge of fixing wages, working conditions, and settling any disputes arising between location owner and his employees; the association to handle all matters pertaining to the operation of machines and any disputes between operator and location owner.)

The system of allocating new locations

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contains the following pertinent points:

1. That the area covered by SCAMOA be divided into sections designated by numbers and that the size of these sections be governed by the number of operators in these areas.

2. That each operator having equipment off location list such equipment with the association.

3. That a card index system be set up for each section showing which operators cover that particular district. In the event of an operator covering many districts, he is to be listed in each separate district in which he operates.

4. That all new locations in any designated district be given alphabetically to the operators in that district.

5. That in the event an operator refuses any location offered to him in his regular turn, the location is to be given to the operator in that district, also alphabetically, who has equipment off location.

6. That a complete record of all locations and their disposal be kept in the office and that it shall be available to any operator in good standing for perusal.

7. All operators given locations must report to the association within 24 hours as to the disposition of such location.

8. In the event an operator refuses the location, he is not offered another location until his name comes up again.

9. In any location which changes owners, the new owner must make his choice of operators within two weeks. At the expiration of that two-week period, the location automatically reverts back to the incumbent operator.

A grievance committee was set up to iron out differences between individual operators. This committee will be rotated every 30 days, with every member getting a chance to serve. The first committee is comprised of Ernest H. Butler, Louis C. Uhl, Troy Lawrence, Mary Rudolph, J. A. Carr, Rip's Music Co. (Bud S. Bender, E. R. Rippee), Gordon B. Miner, E. F. Gallagher, and Ray Wilson. In the event of a partnership, either partner may serve.

A code of ethics was also adopted, encompassing these major provisos:

1. All operators must list all locations (name, address and phone number) with both the association and the union.

2. All locations must be cleared with the association before new equipment is installed.

3. No association member is permitted to solicit any other association member's spots.

4. Operators are prohibited from using on any of his machines any records (risque or lewd) for public playing which might endanger the Industry as a whole (in so far as public censorship or increased taxation is concerned. The association will notify all operators of any banned records for public use.

5. All current union and association stickers must be on phonographs by the first of each month; they will be mailed to members between the 20th and the last of each month.

6. Commissions will be set by the association. Any commissions voted by the majority of members for the benefit of the Industry must be strictly adhered to. Any violation will be subject to penalty of loss of spot, plus fine.

7. Any altercation between the operator and location will be ironed out and settled by a rotating investigating committee composed of operators whose decision will be subject to appeal to the board of directors of the association. Either the operator or the location may air their grievances at any time before the investigating committee.

Within the union, each division has an advisory and policy board with officers elected by members. At a recent union meeting of the music, amusement and vending machine unit, the following were elected: Joe Lein, president; J. Huntsman, vice-president; Bill Leuenhagen, secretary. A policy-making and negotiating committee of six was also elected.

Osmium Fills Needle Needs of Music Operators

CHICAGO—The clamor of phonograph operators for a needle which would reproduce the full tonal qualities of records with a minimum of wear, and still be able to withstand the weight of the heaviest pick-up arm, helped spur development of osmium-tip needles. When this alloy was first used in 1939, phonomen were the first to prove it successful.

Osmium, belonging to the platinum group of metals, is the heaviest element known. Its high polish reduces friction and wear.

First discovered in 1803, it was not marketed as a commercial product until 1939.

Osmium was discovered by a chemist who found minute quantities of the metal in gold-bearing ores containing platinum, ruthenium, palladium and rhodium. Osmium proved how tough and stable an element it was when it defied combination with the strongest acid known to metallurgists, *acqua regia.*

Use of osmium had to wait for more than a century, until scientists learned how to refine the metal in large amounts. This discovery came almost by chance as technicians were extracting other precious metals from the same ore.

Osmium still was not usable, however, since welding it to needle tips by usual methods changes the character of the metal, making it extremely hard and brittle. But even in this form it has several remarkable qualities and manufacturers have used the welded, oxidized alloy for tipping needles. However, full realization of the virtues of osmium might never have been achieved had it not been for modern powder metallurgy.

Reduced to a fine bluish powder and then mixed to make an alloy for needle points, it was placed in a rubber mold. Metallurgists scoffed at the very thought of using a rubber mold for any kind of powder metal. Ordinary molds, however, packed the powder metals only on the surface, leaving the interior virtually untouched. By using a rubber mold and exerting tons of pressure from all sides, a thorough packing was achieved.

After being pressed, the needle point is "fired" or sintered. This is accomplished at extremely high temperature in a hydrogen furnace from which the air has been withdrawn. The atoms of the powder alloy actually fuse under the intense heat into a solid piece of metal, retaining all the properties of osmium.

Rigid controls are maintained, even to the degree that all sintering must be done at night because daytime fluctuations in electric current may ruin a run of needles. Naturally, electronic control equipment is used in sintering to help eliminate those current fluctuations. Discovery of one flaw in any lot disqualifies all needles, since a void means simply that the powdered osmium was not pure. Such needles are rejected and returned to the refinery for reprocessing to isolate and recover the osmium.

Tolerances on finished needles are permitted only within one ten-thousandth of an inch. Thus the finished needle is produced of the toughest yet gentlest metal known to science.

Mercury Drops Two

NEW YORK—Buddy Rich and Vincent Lopez have been dropped from Mercury's disc-making roster.

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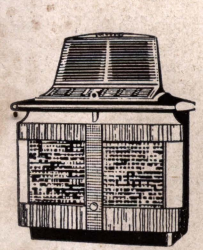

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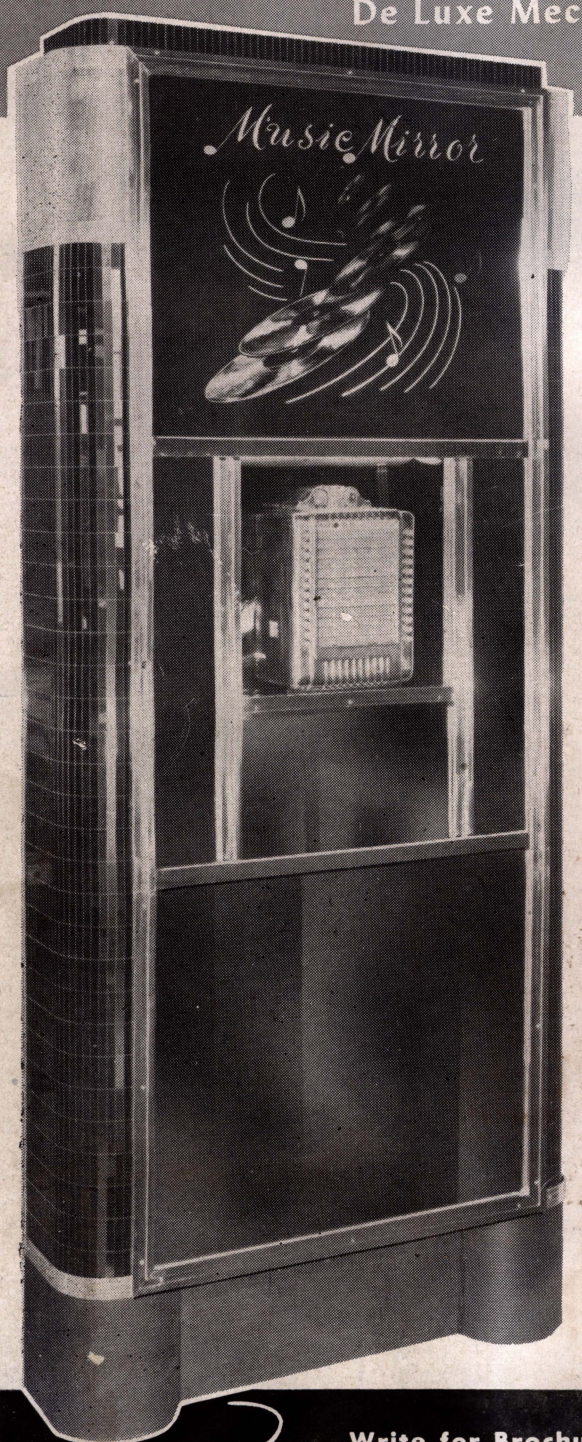

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Classical Recordings

Comments on the latest 10- and 12-inch classical releases of selections suitable for use on Wired Music.

Victor Red Seal Album 1084 (12")
Khatchaturian: CONCERTO FOR PIANO AND ORCHESTRA, featuring William Kapell, pianist, and the Boston Symphony Orchestra under direction of Serge Koussevitzky.

Playing the concerto that served to introduce him on his New York orchestral debut, William Kapell, pianist, turns in a brilliant performance with the Boston Symphony accompanying. Although not the first recording of the Khatchaturian concerto, this one is the first to be released in this country. Kapell seems to grasp the elements of classical and romantic style of the Armenian-Soviet composer. The concerto is highly rhapsodic and piano exposition is such that records may be played separately and in groups with equal interest which makes them ideal for automatic use.

Victor Red Seal Album 1086 (10")
FOLK SONGS AND BALLADS featuring Susan Reed, ballad singer, with Zither and Irish Harp accompaniment.

A representative collection of folk songs and ballads Susan Reed has made famous in New York City's Cafe Society. First reaction is that Susan is a female Burl Ives for she's gone 'way back and picked the real old timers and given them her special arrangements and ancient accompaniment. Vocals are clear, distinct and easy to listen to. Many a patron will get a kick out of these old timers.

Victor Red Seal Album 1087 (12")
J. S. Bach: BACH ARIAS featuring Marian Anderson, Contralto, and the RCA Victor Chamber Orchestra.

Although religious in theme these recordings sparkle with merit for automatic use. Bach was a devoutly religious man whose genius was fired by the tragedy of Christ's crucifixion. Much of his music was written expressly for contralto much as if he might have envisioned a voice like that of Miss Anderson's. Numbers comprising this album were selected by Miss Anderson from a group of five representative choral works. A truly great listening experience awaits the patron ordering any of these sides.

Victor Red Seal Record 11-9384 (12")
Giordano: NEMICO DELLA PATRIA!
ADAMASTOR, RE DELL' ACQUE PROFONDE, featuring Robert Merrill, Baritone, and RCA Victor Orchestra.

Two operatic arias sung in Italian rich in dramatic power and melodic appeal. First is in the sober vein and shows the baritone at his best dramatically and vocally. Second side is more cheerful. Numbers will get across best in the better class spots where an appetite for better music has already been cultivated.

Victor Red Seal Record 11-9385 (12")
Wagner: Die Meistersinger: PRELUDE, featuring Arturo Toscanini and the NBC Symphony Orchestra.

An outstanding interpretation by Toscanini and the NBC Symphony. While the Maestro has included many Wagnerian portions in his personal appearances there have been relatively few recordings of Wagnerian works. This one will certainly fill the bill. Excellent in every respect.

Apollo Making Plans For 1948 Show

NEW YORK—This year's CMI convention is still warm on the lips of coinmen everywhere, but already Apollo Records are making plans for next year's show.

Irving Katz, the discery's promotion manager, voiced his appreciation for the joint cooperation between manufacturers, distributors and operators at the 1947 event. He pointed out that this was the first year that record companies have participated so completely. Also, he warned against current talk of recession and urged all coinmen to drive ahead with all the ingenuity and skill which has raised the Industry to its present prominence.

Sam Schneider, vice-president of the firm, who has been in the coin machine business since its inception, offered music men pointers in acquiring more profit and near-perfect distribution. "The convention provided a good opportunity for an invaluable exchange of ideas," he said.

Krieg Touring West

INDIANAPOLIS — William H. Krieg, president and general manager of Packard Mfg. Corp., left for Los Angeles the latter part of February. He will be joined by W. E. Simmons, western sales manager, for a trip through the territory.

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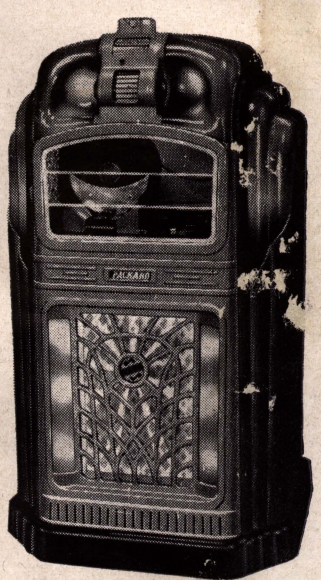

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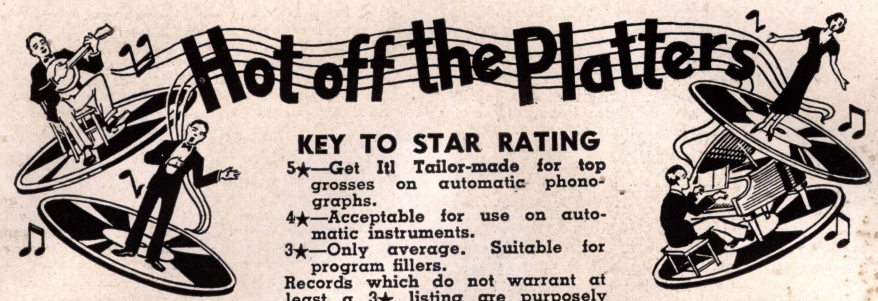

KEY TO STAR RATING

5★—Get It! Tailor-made for top grosses on automatic phonographs.
4★—Acceptable for use on automatic instruments.
3★—Only average. Suitable for program fillers.
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

APOLLO

3★ 379 Melody Masters
WIG BLUES (V Blues FT)
MY BABY (V FT)

The Melody Masters—four voices and a guitar—give out with a pair of numbers that will garner attention and attract the coin if properly spotted. For race spots this disc will click on both sides. However, the "B" side is cute enough to be used in any spot. Well done.

3★ 1025 Babe Wallace
WHISTLIN' AT THE CHICKS (V FT)
AIN'T GONNA WORRY 'BOUT NOTHIN' (V FT)

First tune packs some clever lyrics that will get over big and the lads will plant the coin for it. Second ditty is a carefree affair with no outstanding merit but solid average entertainment. Don't shy from this one. It's an excellent stack filler.

4★ 1026 Ben Smith Orchestra
BLACK STICK BOOGIE (Boogie V)
ME BED ON FIRE (Calypso V)

A duo of numbers with tremendously varied appeal. First is a solid rhythm tune with the band vocalizing. On the "B" side Smith does a Calypso vocal with the help of band members with pleasing results. Good.

3★ 1028 John Conte
DOWN THE OLD OX ROAD (V FT)
THE MERRY HA! HA! (V FT)

Time has passed these numbers by despite the neat delivery of Conte and the work of the Kirby band. Acceptable for automatic use as a stack filler only. No heavy dough possible on this pairing.

BLACK AND WHITE

4★ 821 Nick De Lano & Al Sack Orch.
GUILTY (V FT)
HONEY (V FT)

Black and White introduces a new chap who out-baritones Frank Sinatra and does a terrific job with the swoon ballad on the "A" side. Second tune is a bit ancient but serves to properly showcase the vocal pipes of this new find. A "can't miss" disc.

3★ 822 Earl Spencer Orch.
FIVE GUITARS IN FLIGHT (Inst.)
GANGBUSTERS (Inst.)

A weird combination of numbers. Top side has five electric guitars playing before a full orchestral background and some highlighted instrumentalization. Under-dog is a drive number on the jam session type. Loud and lusty.

4★ 3506 Gaylord Carter
THE OLD REFRAIN (Organ)
THE PERFECT SONG (Organ)

One of the top organists of the nation recorded these two old favorites. Carter played the second number for the Amos 'n Andy program theme song for years. Beautifully recorded and every operator has spots where straight organ is a welcome treat. Get it.

CAPITOL

4★ 361 Stan Kenton
HIS FEET TOO BIG FOR DE BED (Bolero-Calypso V)
AFTER YOU (V FT)

A haunting rhythm, vivid lyrics and a Cuban Calypso vocal punctuate the first side and make it a stellar disc for automatics. Platter-mate is a ballad featuring The Pastels on vocals. A nifty disc.

4★ 362 Paul Weston
ROSES IN THE RAIN (V FT)
LINDA (V FT)

A pair of dandy tunes featuring the vocal artistry of Matt Dennis. First is a delightful ballad and second ditty seems to have been written especially for this artist. Neat recordings and plenty of merit on both sides.

4★ 363 Alvino Rey
THAT'S HOW MUCH I LOVE YOU (FT V)
WHY DON'T WE SAY WE'RE SORRY? (FT V)

First is an appealing and clever novelty love song packed with a lot of close harmony. Vocals predominate throughout. Second effort is a slow ballad with Rey polishing off electric guitar passages which will please the Alvino Rey fans no end. A fine disc for general automatic use.

4★ 364 Jack Smith
I TIPPED MY HAT AND SLOWLY RODE AWAY (V FT)
IF THIS ISN'T LOVE (V FT)

Laughing Boy comes through with a pair of dandies. First is a cute novelty with a lilt in the music that will cause plenty repeats. For the second side Jack picks one of the hit tunes from "Finian's Rainbow" and goes to town with the Clark Sisters. A real operator's disc.

3★ 365 Geechie Smith
LET YOUR PRIDE BE YOUR GUIDE (FT VC)
BIG FINE GIRL (FT VC)

This tune suitably fits the sizzling trumpet and deep blue vocal work of Smith. Instrumental work is highly exciting and dance motivating. Will get maximum attention in race spots.

3★ 366 Tex Ritter
ONE LITTLE TEAR DROP TOO LATE (HB V)
NINETY-NINE YEARS IS A LONG TIME (HB V)

A pair of folk tunes that are naturals for the rich voice of Ritter. Both are wails of unreturned love and on "B" you can practically hear the coyotes joining in on the dominant sorrow. A candidate for top consideration in hillbilly spots.

4★ 354 Cliffie Stone
SILVER STARS, PURPLE SAGE, EYES OF BLUE (V, HB)
IF YOU KNEW SUSIE (V HB)

Here's a new name on Capitol but an old tag in the entertainment field. Cliffie has been bowlin' over the Okies and Arkies in California via the radio for years. Now he winds up with a conventional dance band and punctuates the music with his stellar vocal bleating. Tunes are old favorites and Cliffie puts real showmanship in the recording. Get it.

4★ 352 Jo Stafford
SEPTEMBER SONG (V FT)
IT'S AS SIMPLE AS THAT (V FT)

This number has all the earmarks of becoming a "standard" and this Stafford recording will aid in making it so. It's one of the finest recordings of the tune to date for it brings a new beauty and a fresh approach that is sure to please. Coupling is a nostalgic number with considerable appeal. A topnotch platter.

4★ 359 Joe Alexander
AT YOUR COMMAND (V FT)
I KEEP TELLING MYSELF (V FT)

The gifted young Negro baritone, Joe Alexander, is heard for the first time on records in a revival of a Bing Crosby-Harry Barris favorite of 1932 and a new original ballad with haunting qualities. Joe's singing of the first is highly dramatic and his brilliant presentation should account for plenty repeat plays. Very good.

4★ 358 Dave Barbour
FOREVER PAGANINI (Inst.)
FOREVER NICKI (Inst.)

Knockouts! Based on Paganini's "Perpetual Motion" the first is an excursion into jazz with Barbour's guitar treatment heading up the parade. Underside is an original by Dave and is equally fast and exciting.

3★ 357 Sam Donahue
I CAN'T BELIEVE IT WAS ALL MAKE BELIEVE (FT V)
MY MELANCHOLY BABY (FT V)

Smooth, light rhythm of the danceable and listenable type. A newie and an oldie with a brand new arrangement and appeal. Fine for program filling.

4★ 355 Jo Stafford
GIVE ME SOMETHING TO DREAM ABOUT (V FT)
THAT'S WHERE I CAME IN (V FT)

First is a beautiful dreamy number with the vocal group aiding materially in weaving a brilliant musical pattern. Second is a torch song pure and simple with Jo fanning the flame. Ideal for automatic use.

5★ 356 King Cole Trio
I WANT TO THANK YOUR FOLKS (V)
YOU SHOULD HAVE TOLD ME (V)

This tune is climbing rapidly and this suave and intimate delivery by King Cole will jog it along at a rapid clip. Instrumental work is particularly outstanding. A natural for automatics. Second is a lament and the trio develops a fantastic arrangement that is certain to score. An exceptionally fine record for automatic phonographs.

3★ 360 Jimmy Wakely
SOMEBODY'S ROSE (HB V)
EVERYONE KNEW IT BUT ME (HB V)

A duo of average hillbilly numbers. "A" ditty is a bouncy, swingy affair that highlights the Western trend. Second is a plaintive affair. Wakely does the vocals in his own characteristic style. Good.

COLUMBIA

4★ 37268 The Three Flames
OPEN THE DOOR, RICHARD (V N)
NICHOLAS (V N)

Comical and melodious interpretation of the current zany favorite. While not as clever as some of the other recordings on the market, this one excels in close harmony and possesses a degree of originality on the vocals. Coupling is a peppy novelty that should get some attention.

4★ 37231 Frank Sinatra
THAT'S HOW MUCH I LOVE YOU (V FT)
I GOT A GAL I LOVE (V FT)

Two tunes with a Western flavor that may, or may not, please the Sinatra tribe but Frankie does right well with both. Rollicking arrangement on both by Alex Stordahl.

3★ 37232 Elliot Lawrence
THEY CAN'T CONVINCE ME (FT VC)
LET'S PUT OUR DREAMS TOGETHER (FT VC)

A pair of dreamy numbers guaranteed to put anybody to sleep. For a late hour this disc would be fine on wired music. It'd put everyone in the

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mood to go home and get to bed. Might try it for such a chaser.

4★ 37233 Tommy Tucker
ANYBODY'S LOVE SONG (FT VC)
I'M GONNA LASSO A DREAM (FT VC)

A coupling of beautiful new ballads. First has a romantic tempo while the platter mate has a Western touch with Don and the Three Two Timers operating the noose. Very good.

3★ 37205 Bob Wills
I'M GONNA BE BOSS FROM NOW ON (HB V)
THERE'S A BIG ROCK IN THE ROAD (HB V)

Two fine country dance ballads that are destined to please the Western fans. Vocals are especially good and the String Band was never better.

4★ 37209 Gene Krupa
IT'S A GOOD DAY (FT VC)
THE SLOW MOSQUITA (FT VC)

Krupa lets loose with some driving drumnastics in this release. "A" is a happy tune in torrid tempo. Reverse is a clever ditty with a neat beat. Vocals are sung aptly by Carolyn Grey. Excellent for the phonos.

5★ 37210 Dick Jurgens
WYOMING (V FT)
BLESS YOU (FT VC)

Here is a knockout recording of the current favorite. The lads sing "Wyoming" in glee club style and the results are excellent. Lyrics are clever and the band gives out terrifically. This one will click in a big way in any type of spot. Flip-over is a slow ballad featuring the band's sweet string section. A top drawer disc.

4★ 37213 Dinah Shore
MY BEL AMI (V FT)
I'LL CLOSE MY EYES (V FT)

Two delightful tunes charmingly sung. First is a light waltz and second is a beautiful romantic ballad. Easy to dance or listen to.

4★ 37214 Kay Kyser
MANAGUA, NICARAGUA (FT V)
THAT'S THE BEGINNING OF THE END (FT V)

A clever novelty coupled with a new romantic ballad. Gloria Wood and the Campus Kids do a fine job on the vocals on the first side. Ballad gets the vocal pipes of Michael Douglas. Very good.

5★ 37218 Harry James
JALOUSIE (FT)
THE MAN WITH THE HORN (FT)

Two exceptionally fine masterpieces from America's top trumpeter and his famous orchestra. Band gives the old jazz standard "Jalousie (Jealousy)" a grandiose treatment and the fans will rave about it. "Horn" is a smooth and danceable tune. Very good.

4★ 37222 Frankie Carle
WE COULD MAKE SUCH BEAUTIFUL MUSIC (FT VC)
TOO MANY TIMES (FT VC)

A set of romantic ballads highlighted by Carle's sparkling keyboardistics and the stellar vocalizing of daughter, Marjorie. Plenty of interest on both sides for the turntable network.

4★ 37223 Buddy Clark
IF THIS ISN'T LOVE (V FT)
HOW ARE THINGS IN GLOCCA MORRA (V FT)

Hit material from "Finian's Rainbow." Buddy gives a lilt to the first side with his happy mood and on the flipover he reminisces beautifully on the nostalgic number. Okeh for phono use.

MAJESTIC

4★ 1105 Eddy Howard
TOO MANY TIMES (FT VC)
I WANT TO THANK YOUR FOLKS (FT VC)

A pair of beautiful numbers superbly recorded with smooth vocals and entrancing musical arrangements. Ideal for listening and dancing. Both sides will cop the coin.

3★ 1103 Jimmie Lunceford
MARGIE (FT VC)
FOUR OR FIVE TIMES (FT VC)

These oldtimers get a new grip on life with the torrid treatment handed them by Lunceford and the boys. Vocal and trombone solo by Trummy Young and the sax solo by Kirt Bradford highlight the first oldie. In a snappy vein the second side is equally as interesting. Sepia spots especially good for this baby.

3★ 7210 George Olson
WHO (FT VC)
SECRETS (FT VC)

Another pairing of old ditties played in the incomparable style of Olson and his music. Vocals are well assigned and numbers possess a certain nostalgic amount of appeal. Good for a stack filler.

3★ 11003 Slim Bryant
EENY MEENY DIXIE DEENY (V N)
ECHO POLKA

Interesting numbers. First is the Hide and Go Seek Song with vocals by the trio. Clever, to a degree. Second side is straight polka material. Good program record.

MUSICRAFT

3★ 445 Artie Shaw
CONNECTICUT (FT VC)
DON'T YOU BELIEVE IT, DEAR (FT VC)

If this is an indication of today's Artie Shaw the chap is most certainly slipping—but fast. Far from the sparkling work he has turned in previously. First tune will hit its biggest strides in the New England states likely. Second side is unique in one sense. It marks the first time Shaw has played a duet with himself. After recording lead clarinet with his sax section, he donned earphones and dubbed in a clarinet solo over saxes and his own clarinet. Otherwise, so-so.

4★ 446 Teddy Wilson Quartet
SEPTEMBER SONG (FT V)
MOONLIGHT ON THE GANGES (FT)

Sarah Vaughan carries the vocal assignment on the first side and the group turns in a rendition that will register in race spots particularly. There is enough merit here, however, to justify this disc for any type spot. Second effort is purely instrumental.

4★ 15100 Phil Brito
THEY CAN'T TAKE THAT AWAY FROM ME (V FT)
FAR AWAY ISLAND (V FT)

"A" side is a revival number of the old Gershwin favorite and it serves as a perfect rhythm vehicle for Brito. Second side is an attractive ballad with some promise. Delightful accompaniment is provided by Walter Gross playing the piano and celeste at the same time.

3★ 15102 Mel Torme
IT'S DREAMTIME (V FT)
YOU'RE DRIVING ME CRAZY (V FT)

Slow, dreamy, easy-to-listen-to ballads featuring the exciting voice of Mel Torme. First number is from a Universal picture and second is a revival. Sonny Burke's band backs up. Acceptable as stack filler.

NATIONAL

5★ 4012 Dusty Fletcher
OPEN THE DOOR, RICHARD (V N) Parts 1 & 2

Here is the topper in the "Richard" list to date. Featuring Dusty Fletcher, popular sepia comic whose original "Richard" routine has, for more than twenty years been leaving vaudeville audiences limp with laughter. Disc is one of those freak affairs that panics the record fan and puzzles the psychologist. Here's a chance to get double business by using two of these platters on each phono. Get 'em now!

4★ 9024 Amory Brothers
CARAVAN (FT V)
THERE IS NO BREEZE (FT V)

Four talented lads with a remarkable ability for making romantic ballads sound really romantic. Their amazing virtuosity is displayed on this coupling. Solid harmony. Excellent for automatic use.

3★ 4011 Joe Turner
MISS BROWN BLUES (V Blues)
I'M SHARP WHEN I HIT THE COAST (V Blues)

A pairing of two originals with Turner and his Boogie-Woogie Boys. Definitely slanted for the colored spots. One of the best blues records to come across our desk in some time. Joe's lusty humor and magnificent voice put him in solid with the jazz lovers and "hot" music devotees.

4★ 5014 Dick Thomas
ROSE OF THE ALAMO (HB V)
A LONELY COWBOY'S DREAM (HB V)

The lad who gave you "Sioux City Sue" is back with a pair of darbs. Accompanied by the Santa Fe Rangers, Thomas turns in a marvelous performance. His relaxed singing style is ideally suited for cowboy stuff. The "B" side is a humorous bit of cowboy folklore on the legendary "Big Rock Candy Mountain" theme. Sure fire!

SIGNATURE

3★ 15063 Monica Lewis
MAKIN' WHOOPEE (V FT)
BY THE LIGHT OF THE SILV'RY MOON (V FT)

Both are old tunes but there's plenty of sparkle left in them. First is from a state production while

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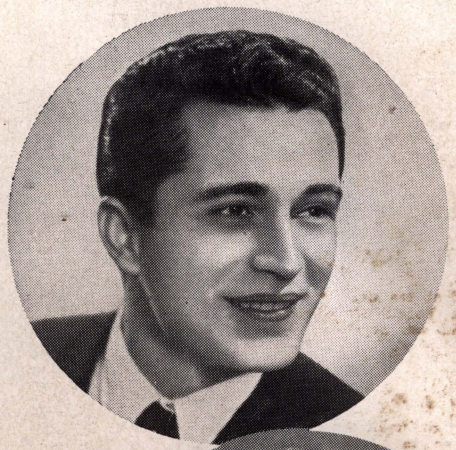


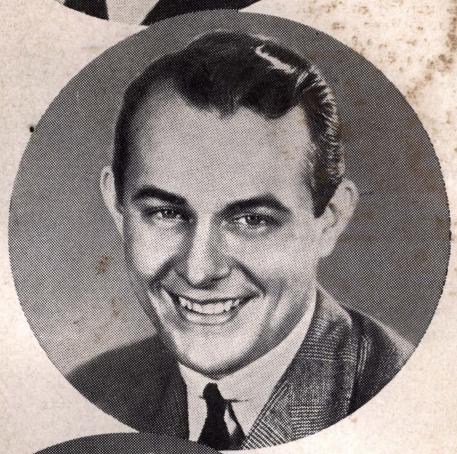
PERRY COMO

I Want to Thank Your Folks

AND

That's Where I Came In

RCA Victor 20-2117



VAUGHN MONROE

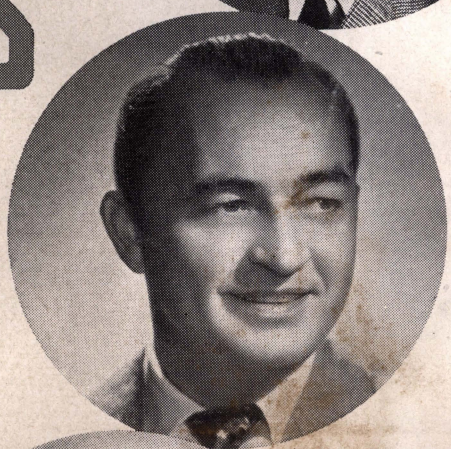
Beware, My Heart!

(from the United Artist release "Carnegie Hall")

AND

The Pleasure's All Mine

RCA Victor 20-2084



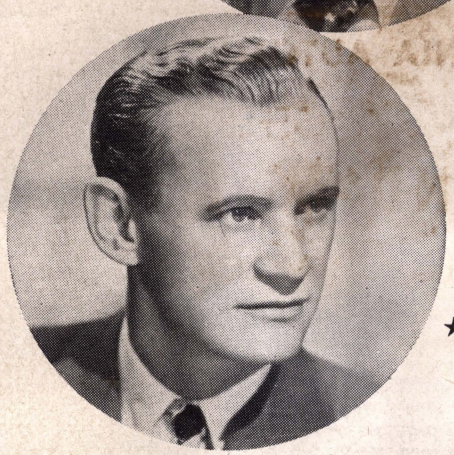
FREDDY MARTIN

Rainbow's End

AND

The Funny Thing Called Love

RCA Victor 20-2108



SAMMY KAYE

Midnight Masquerade

AND

I Can't Believe It Was All Make Believe (Last Night)

RCA Victor 20-2122

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

ROY ROGERS

My Chickashay Gal *AND* I Never Had A Chance

RCA Victor 20-2124

PAT FLOWERS

Bring Me Some Money, Honey *AND* Texas and Pacific

RCA Victor 20-2125

FROM

RCA VICTOR

COIN MACHINE REVIEW

47

FOR MARCH 1947

KENTON GOES CALYPSO

IN CAPITOL'S NEW

'HIS FEET TOO BIG FOR DE BED'

Here's a money-making novelty tune with everything in the book! A nifty title . . . poll-leader Stan Kenton . . . popular June Christy . . . The Pastels, Stan's new vocal group . . . plus the lively lyrics and haunting rhythm of Cuban Calypso. You'll really lure the listeners with this one!

Flip-Over.....

STAN KENTON
And His Orchestra
'AFTER YOU'
Vocal by The Pastels
CAP. 361

FEATURE THESE TWO NEW CAPITOL SELLERS TOO!

Dave Barbour
And His Orchestra
'FOREVER PAGANINI'
'FOREVER NICKI'
CAP. 358

Jack Smith
With The Clark Sisters
And Orchestra Conducted by
Earl Sheldon
'I TIPPED MY HAT AND SLOWLY RODE AWAY'
'IF THIS ISN'T LOVE'
(From the Musical 'Finian's Rainbow')
CAP. 364

Capitol RECORDS
Sunset and Vine
FIRST WITH THE HITS FROM HOLLYWOOD

second bobs up once more in Columbia's "Jolson Story." Monica Lewis does a nifty job on both and Ray Bloch's orchestra lends appreciable aid. Recommended for program filler.

4★ 15064 Johnny Long
HOW ARE THINGS IN GLOCCA MORRA (FT VC)
LAST NIGHT ON THE BACK PORCH (FT VC)

A vocal treatment of the top ballad from "Finian's Rainbow" with the Beachcombers helping Francey Lane get through 3 minutes of it. Only average. Flipover has a re-birth of an oldtimer and the Long bunch build it into a specialty. New lyrics and a snappy new arrangement make it the pay side on this platter. Underside accounts for top billing.

4★ 15067 Bobby Doyle
THAT'S THE BEGINNING OF THE END (FT V)
LOVE IS A RANDOM THING (FT V)

Bobby Doyle's voice gets paramount showcasing on these sides. "A" is slow and easy with the strings complimenting the vocal work. Second is from a current Broadway show and shows the power and range of Bobby's voice. Nice vocal number for phonos.

3★ 28119 Flip Phillips Hiptet
STOMPIN' AT THE SAVOY (FT)
A MELODY FROM THE SKY (FT)

A jazzy potpourri with incidental instrumental choruses and highlighted sax solos by the score. Definitely geared to the younger set and a prize disc for race spots.

SONORA

3★ 102 Eddie Barefield
THAT AIN'T RIGHT
WHAT'S MINE IS MINE

3★ 104 Eddie Barefield
AFTER HOURS
THREE BUCKETS-O-JIVE

A quartet of numbers in the jump field by clarinet playing, ex-pro boxer Barefield. Lad has a rich background in jive and jump music and these recordings show an outcropping of his early training. Barefield is on for vocals most of the time and does his best to sell the numbers. For automatics the "A" side on each can be counted on for best returns.

4★ 3023 Joe Biviano Quintette
STUMBLING (FT)
BUGLE CALL RAG (FT)

Yes, these are hits of yesteryear but the treatment accorded them on this disc warrants a 4-Star billing. Biviano handles the accordion and adds guitar and piano to round out the solo portions. The swing versions of these numbers will please patrons for the melody is never lost. Try this disc.

UNIVERSITY

3★ 516 Pinky Tomlin
20c COTTON—80c MEAT (FT V)
THE OBJECT OF MY AFFECTIONS (FT V)

3★ 517 Pinky Tomlin
MY HEART GOES CRAZY (FT V)
RAGTIME COWBOY JOE (FT V)

On the first platter Tomlin records two of his own numbers. First is a bit clever and the orchestral arrangement is good. Lad hasn't a voice but he does "talk" plainly. Second side is the number that made him years back. It's deader than a door nail today for automatic use. "20c Cotton" will get some attention on automatic turntables. Second set is only average. "Ragtime Cowboy Joe" is best of pair and gets by on its novelty. Use it for any returns you may count on.

VICTOR

3★ 20-2054 Herbie Fields
MOON NOCTURNE (FT)
CHEROKEE (FT)

A weird pair of numbers with alto and tenor sax holding the musical spotlight most of the time. Numbers serve to show off Herbie's modern "licks." Best results can be expected in colored spots.

4★ 20-2108 Freddy Martin
RAINBOW'S END (FT VC)
THE FUNNY THING CALLED LOVE (FT VC)

The mellow instrumentation of Beethoven's "Pathetique" comes to life at the hands of Maestro Martin and the Martin Men on the first tune which is taken from the Beethoven masterpiece. It's a modernized-classic inspiration. Coupling is an intriguing melody featuring Gene Conklin on the vocals. Good disc.

4★ 20-2110 Sammy Kaye
ALL BY MYSELF (FT V)
YOU'LL KNOW WHEN IT HAPPENS (FT VC)

Here is an operator's re[illegible]. First tune is taken at a slow tempo and th[illegible] speeded up with the band joining in on the vocals. Second is a dulcet ballad with the vocals in a suave sentimental style. Very good.

4★ 20-2095 Vaughn Monroe
IT'S DREAMTIME (FT VC)
WE COULD MAKE SUCH BEAUTIFUL MUSIC (FT VC)

The band's harmonic blend on the first side provides an effective showcase for Monroe's vocalizing and the over-all result is most pleasing. Flipover is a tuneful ballad in Vaughn's most winning manner with Betty Norton assisting on the choruses. Excellent.

4★ 20-2103 Perry Como
WHAT AM I GONNA DO ABOUT YOU (V)
I GOTTA GAL I LOVE (V)

A knockout pair from a new Paramount flicker provides Como's baritone voice with a duo to display his contrasting styles of delivery and he shows his versatility in an exceptional manner. First is taken at a slow beat and is a dreamy affair with plenty of punch. "B" is keyed to a sprightly pace and has a zingy tempo. Spirited orchestral backing adds much. Ideal for automatic use.

4★ 20-2084 Vaughn Monroe
BEWARE, MY HEART (FT VC)
THE PLEASURE'S ALL MINE (FT VC)

Another superb disc by Monroe and featuring his vocal work on both sides, aided by the Moon Maids. Record is Song Hits Magazine "Record of the Month." Ideal dance disc and suitable for any type location.

4★ 20-2088 Louis Armstrong
WHERE THE BLUES WERE BORN IN NEW ORLEANS (FT VC)
MAHOGANY HALL STOMP (FT)

This duo features Satchmo and His Dixieland Seven—all top flight men—and the numbers are real swing classics. First is featured in the movie "New Orleans" and Armstrong vocalizes throughout and directs the spotlight to each of the musicians who give forth with a few hot bars. Second is one of the most famous old jazz classics. Band does some fine jamming on this standard, providing plenty of kicks as the boys cut loose and really swing it.

4★ 20-2116 Tommy Dorsey
TOM FOOLERY (FT)
SNOOTIE LITTLE CUTIE (FT VC)

An exciting display of harmonics is in evidence as the Dorsey gang take a rousing rhythm ride on the "A" side with Ziggy Elman doing a hot trumpet solo that melts the grooves. Flipover is a novelty of timely interest and features Frank Sinatra, Connie Haines and the Pied Pipers—all recording in their own right today. Tune is a reissue but this impressive array of names should account for many a play.

4★ 20-2117 Perry Como
I WANT TO THANK YOUR FOLKS (V)
THAT'S WHERE I CAME IN (V)

These are the slow, ballad type of numbers that Como's rich baritone is right at home with. He does a bang-up job on both tunes and the customers will eat 'em up. Get this one.

4★ 20-2121 Tommy Dorsey
HOW ARE THINGS IN GLOCCA MORRA? (FT VC)
WHEN I'M NOT NEAR THE GIRL I LOVE (FT VC)

A smoothly modulated rendition of a coming favorite featuring the vocals of Stuart Foster which express all the warmth and feeling of

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11 to 99 . . . 32c
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—SEE—

PAUL A. LAYMON
TRIBUTOR
1503 West Pico Los Angeles 15

No Increase in Price!

THANKS TO YOU

MR. MUSIC OPERATOR . . .

Yessir, Mr. Music Operator, you can thank *yourself* that there has been no increase in the price of Permo Points.

Sure, our costs, like everything else, have gone up; (some precious metals have jumped over 300%), labor, general overhead and cost of doing business. But—because you, and thousands of other operators, used Permo Points in ever-increasing volume during the peak-income period; and further, because of our improved and efficient production methods, engineered during the war, *Permo Points remain at the same low price.*

We have never sacrificed quality to maintain price. Consequently we have never resorted to substitute material at any time.

PERMO
Incorporated
6415 Ravenswood Ave., Chicago 26

At all Decca, R.C.A. Victor, Columbia Distributors

this plaintive ballad. Platter mate is from the same New York production and runs a close second to the "A" side. Okeh.

3★ 20-2123 Tex Beneke
SPEAKING OF ANGELS (FT VC)
IT MIGHT HAVE BEEN A DIFFERENT STORY (FT VC)

Flip this one for any pay dirt. First side is a dreary affair with weak vocals and nothing to recommend it for automatic use. Second side is rich on vocal quality and tune has persuasive dance attraction with a pungent orchestration which features some original Miller flavor in the styling.

ALBUMS

Victor P-164

DICK LEIBERT AT THE ORGAN featuring Dick Leibert at the Radio City Music Hall Organ. Amor, Estrellita, The Sweetheart of Sigma Chi, A Kiss in the Dark, Over the Rainbow, When Day Is Done, Laura, In a Little Clock Shop.

Don't pass this one by. Get it, and in quantities, for the tunes are all standard popular favorites which will never grow old and they're superbly played by Leibert and a few specialty artists. For example: a harp soloist; a guitar soloist; a clarinet solo; English horn and Oboe and Organ-Harp combinations. These instrumental combinations give them an unusual quality which enhances their melodic charm. Vocals are omitted which makes the selections fine for piped music in eating establishments. A definite MUST!

Columbia C-116

SONGS OF ERIN featuring Kate Smith and Jack Miller's Orchestra. Where the River Shannon Flows, Molly Malone, Mother Machree, A Little Bit of Heaven, When Irish Eyes Are Smiling, Macushla, My Wild Irish Rose, That's an Irish Lullaby.

A magnificent collection of old Irish favorites sung as only Old Kate can do them. Timely, too, for St. Patrick's Day is not far off. Numbers are all prime favorites and, as usual, Kate puts the frostin' on the cake. They're good the whole year through so load up on 'em.

Columbia C-119

DOROTHY SHAY (The Park Avenue Hillbillie) SINGS. Feudin' and Fightin', Say That We're Sweethearts Again, Mountain Gal, Efficiency, Flat River Missouri, I've Been to Hollywood, Uncle Fud, I'm in Love With a Married Man.

Here's a sensational collection of snappy numbers every operator can use to advantage. If you attended the CMI show in February you had a sample of Miss Shay's ability to sell a number. Well, here is a whole collection of suave hillbilly tunes that'll bowl 'em over. Numbers are smart, catchy and very, very clever. Just try one or two of these discs. You'll be amazed how they'll catch on.

Columbia C-121

WOODY HERMAN and his WOODCHOPPERS. Some Day, Sweetheart; I Surrender, Dear; Four Men on a Horse; Lost Week-End; Nero's Conception; Igor; Steps; Pam.

A jazzy assortment of top tunes from the Herman Herd's main feedbox. The "band within a band" has taken two old jazz standards and six new "originals" written by members of the Herd for this platter pot-pourri. Plenty of hot jazz soloists add their steam as the numbers roll along. Good.

Capitol CD-41

JEROME KERN'S MUSIC featuring Johnny Mercer, Martha Tilton, King Cole Trio, Margaret Whiting, Pied Pipers, Peggy Lee, Hal Derwin, Clark Dennis and Paul Weston. Tunes: Who, A Fine Romance, Smoke Gets in Your Eyes, Look For the Silver Lining, She Didn't Say Yes, The Touch of Your Hand, All the Things You Are, The Way You Look Tonight.

An extraordinary collection of the favorite melodies by the late Jerome Kern. Capitol has called on nine big artists to record the tunes for one album. Each artist excels at the type of number assigned and the result is exceptionally pleasing. These numbers are all standards, too, so get them for the long haul.

Capitol CD-42

GYPSY NIGHTS featuring Jascha Datsko and His Gypsy Ensemble. Troika Bells, Granadinas, Clavelitos, Vlacha, Song of The Plains, Erik A Buzakalasz, Two Guitars, Turkish Street Song, Sirba.

An exciting new album of Gypsy Music. Datsko spent years amongst the Gypsies of Europe and as a result his authentic interpretations of Hungarian, Greek, Russian, Turkish and Spanish folk songs are particularly outstanding. Several unique instruments are used on these records including the cymbalon and balalaika. These numbers have universal appeal and can be used successfully by music operators.

Victor P-165

RUDOLF FRIML MELODIES featuring Al Goodman and His Orchestra. Donkey Serenade, Indian Love Call, Ma Belle, Give Me One Hour, Giannina Mia, Only A Rose, Song of the Vagabonds, L'Amour, Toujours, L'Amour.

Here is some of the most beautiful music ever written, superbly recorded with the commercial appeal in mind. All of these numbers are lasting favorites that can be used over and over again on automatic turntables throughout the years. There are constant revivals of Light Operas in which the Friml music is featured. Be ready to cash in on these events, and the public's natural taste for good music, by having these numbers on hand and on your phonos from time to time.

Columbia C-120

GENE AUTRY'S WESTERN CLASSICS featuring Gene Autry. Back in the Saddle Again, Tumbling Tumbleweeds, Home On The Range, Red River Valley, Mexicali Rose, South Of The Border, Twilight On The Trail, Ridin' Down The Canyon.

An exquisite assortment of the top Western favorites of all time sung as only Gene Autry can sing them. Numbers are well arranged and the vocal assistance of a mixed group of voices accentuates the merit of these discs. You can use the numbers in this album over and over again at any time of the year in any type of location. Get it.

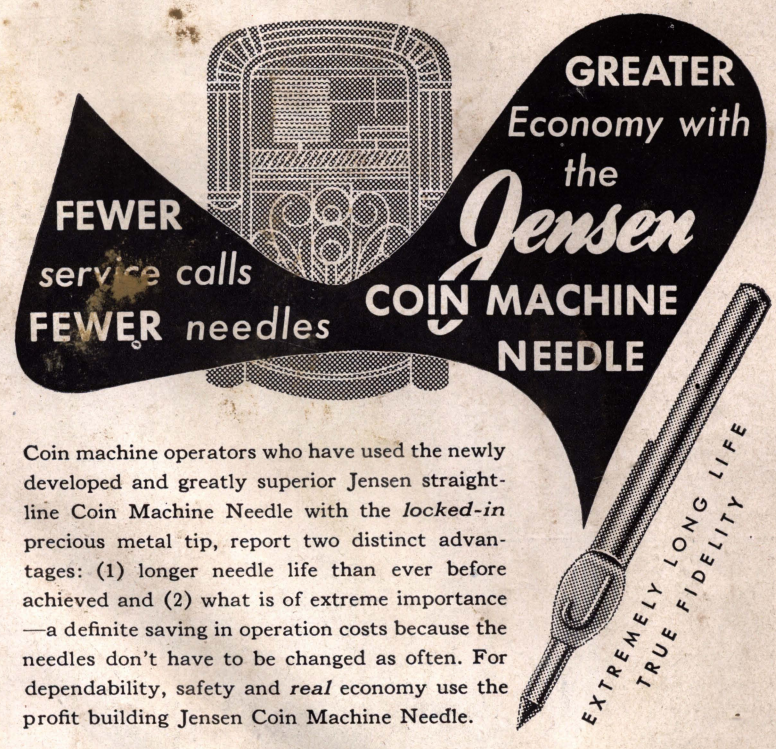
Upteenth Record Company

NEW YORK—Another new plattery has been added to the disc spinning ranks: Banner Records, Inc.

The firm will cut 52 records and 24 albums this year, specializing in foreign recordings.

Martin Moves to Victor

CAMDEN, N. J.—Tony Martin, who has become a reigning phono favorite since being discharged from the service, has signed a sing pact with RCA Victor. He was formerly on the Mercury label.



Coin machine operators who have used the newly developed and greatly superior Jensen straight-line Coin Machine Needle with the *locked-in* precious metal tip, report two distinct advantages: (1) longer needle life than ever before achieved and (2) what is of extreme importance —a definite saving in operation costs because the needles don't have to be changed as often. For dependability, safety and *real* economy use the profit building Jensen Coin Machine Needle.

JENSEN INDUSTRIES, INC.
329 South Wood Street, Chicago 12, Illinois

National Distribution—Jobber's Name on Request

OPERATORS—ATTENTION

Linden Vinylite Recordings present

No. 33 Alexander's Ragtime Band
and
Darktown Strutters Ball
The Old-Timers That Sound New

No. 34 Sweet Leilani
and
Blue Hawaii
Young or Old, these will "SEND" you both by
BOB HARVEY AND HIS ORCHESTRA
Catch the Harvey Band
You Catch the BEST

Super Sensational
THE ESQUIRE TRIO
presented by
RHAPSODY RECORDS

No. 121 Warsaw Concerto
and
Cocktail Polka
You won't believe this until you hear it.

No. 123 My Shawl
and
Rosemary
All other Trios will be forgotten when you hear these numbers.
In the words of Hollywood's best music critics—The ESQUIRES ARE NOW TOPS!!!

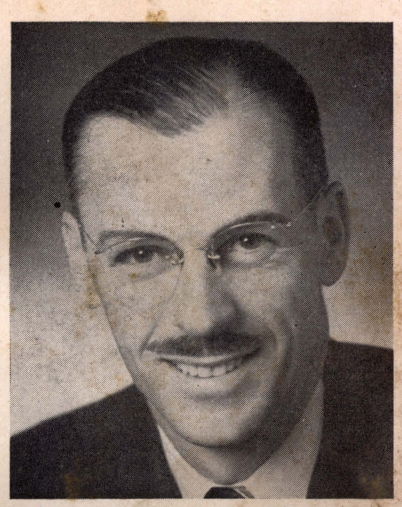
ST. PATRICK'S DAY
See Bill Leuenhagen for Special St. Patrick's Day Records. Load up your machines with these sure-fire numbers!

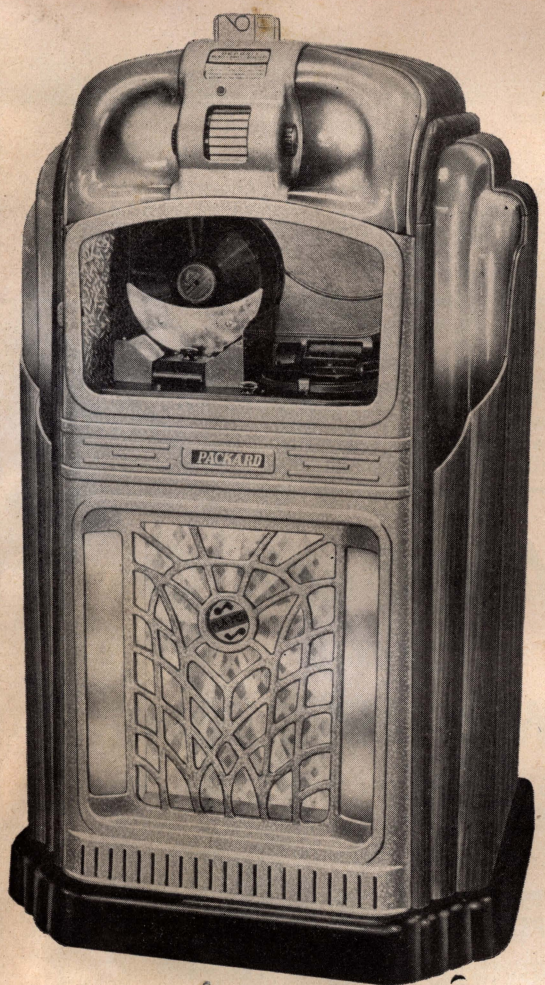
W. H. LEUENHAGEN & CO.
Phone: DRexel 1345
1813 W. Pico Los Angeles 6, Cal.

"With Operators Who Know Their Music Best . . . It's

PACKARD

TWO TO ONE!"





UNANIMOUSLY ACCLAIMED - - - -

THE PHONOGRAPH FOR 1947
AT THE ANNUAL CMI SHOW!

PACKARD
PLA-MOR
SELECTIVE REMOTE CONTROL

Model 7 Automatic Phonograph

We Are Now Making

IMMEDIATE DELIVERY

On All Packard Products

COME IN AND SCHEDULE
YOUR DELIVERIES
TODAY!!

Packard Distributors for Central and Southern California

The Nickabob Company

NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

Personality of the Month

THE REVIEW'S HALL OF FAME

SILAS (Si) H. LYNCH

When Silas H. Lynch established the Edison Shop in Decatur, Texas with Walter Dyer, he had no idea of entering the coin machine business. Neither did Si Lynch's most optimistic plans for future expansion of his music business contemplate a half million dollar corporation engaged not only in the coin machine business, but three other branches of wholesale distribution with an annual sales total that would run into the multi-million dollar volume.

In the brief span of some 27 years, Si Lynch, now head of S. H. Lynch & Co., Inc., Dallas, has built one of the outstanding coin machine firms in America. It required only this short period of time for Lynch to expand a small music and phonograph shop, established in the early twenties, into one of the best known wholesale firms of the Southwest. The firm now occupies its own four-story concrete and brick building, comprising more than 86,000 square feet of floor space, and uses two auxiliary warehouses with 47,000 square feet of storage for reserve stocks. It is capitalized for $500,000.

In building this remarkable coin machine firm, Lynch has not only been a pioneer in the coin machine field, but the architect and constructor of a real industrial enterprise. His wisdom and foresight in choosing his business associates have been a vital factor in his successful career. When he established the Edison Shop in Fort Worth in 1919, he was joined by Arthur C. Hughes and E. D. Furlow. These two capable business men have been Lynch's able assistants throughout his years of successful operation, first as the Edison Shop, later as the Electro-Ball Co., Inc., music and coin machine operators, and still later as coin machine distributors.

In 1933, when Si Lynch found his firm overstocked with phonographs—the old style Edison type—he conceived the idea of converting the old style marble table into a pepped-up and faster playing amusement device. Under Lynch's guidance, his firm built and patented a new game with an electric turn-table or platform in the lower playing field. The novelty caught the fancy of coin machine players everywhere. In a short time the firm's new marble table was in operation all over the Southwestern territory. In 1933 a new company was established to handle this fast growing business: The Electro-Ball Co., Inc., so named from its patented product; Lynch became president, and Arthur C. Hughes and E. D. Furlow, vice-presidents. From 1933 till 1939, the firm expanded its operations until it had several thousand *Electro-Ball* tables on location and was doing an annual business that would pay dividends on a gold mine.

In January 1939, following his bent for pioneering, Lynch launched Electro-Ball Co., Inc., in the wholesale distributing field. The firm was made Southwestern sales representative for the J. P. Seeburg Corp.'s line of music equipment. This agency thus became the first regularly established coin machine phonograph distributor in the United States.

Maintaining a high standard of business ethics, and acting as guiding counselor for many of the new music firms and individuals pioneering the automatic music business, their sympathetic handling of coin-men's problems soon made their Dallas headquarters the mecca for coinsters of the Southwest.

The firm's Seeburg distributorship expanded rapidly. It developed into sales coverage of Texas, Arkansas, Oklahoma, Louisiana, Mississippi and Tennessee. Branch offices were established in Houston, San Antonio, New Orleans and Memphis, with representatives stationed at Oklahoma City and Jackson, Miss. Its automatic phonograph business grew from year to year until it became the largest Seeburg distributor in America.

In addition to developing this outstanding enterprise, Lynch has found time to direct two other branches of wholesale merchandising. Since 1933, his firm has been North Texas distributor for Schlitz and Grand Prize beers. In 1936 Lynch's first firm, The Electro-Bell Co., branched out to include the wholesaling of candy, cigars and tobacco. Typical of Lynch's achievements in the coin machine field, the beer, candy and tobacco lines met with instant approval of retail buyers, and expanded into a million dollar enterprise.

Continuous growth forced a move from the thrice expanded building facilities at the old Camp St. location. In 1941 the firm purchased its own home office building at Pearl and Main Sts. The newly acquired structure was completely remodeled into the present magnificent downtown location with offices, showrooms and warehouses all under one roof.

In 1942, to round out an almost perfectly balanced wholesale business, S. H. Lynch & Co. entered the British import trade, and became the first firm in America to deal in British imports under the now well-known Hambro plan. Its merchandising of British lines was so successful that the Hambro

(See "SI LYNCH", Page 56)

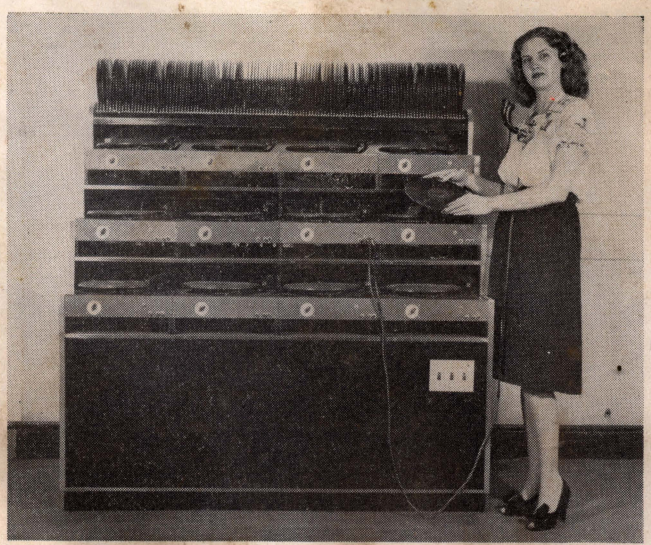


Photo by Frances Lester

Radion Music Co.

PRESENTS

NEW WIRE MUSIC BOARD

- BUILT TO OPERATE ON SINGLE OR DOUBLE TELEPHONE LINE
- EACH STATION AN INDIVIDUAL UNIT
- ALL PARTS INTERCHANGEABLE WITHOUT INTERRUPTION
- COIN COUNTER VERY SIMPLE YET VERY POSITIVE
- TURNTABLE CUTS OFF AUTOMATICALLY
- A SERVICE MAN'S DREAM

Board and Equipment on Display at

Radion Music Co.

Manufacturers of

TELEPHONE MUSIC EQUIPMENT

2424 POLK STREET **ORdway 9536** **SAN FRANCISCO 9, CALIF.**

Yes it's...

...tops in revenue

...tops in appearance

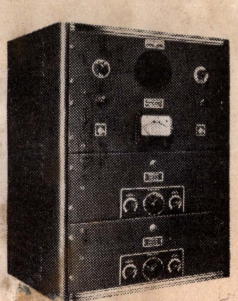
...tops in tone quality

...tops in design

...tops in performance

ONE OF TH INTEGRAL UNITS OF THE P. M. SYSTEM

Precision Built for Long, Trouble-Fr Performance



Studio Amplifier Front View. Developed to give oper of Personal Music ystems simplified, au matic control and co inuous assurance of perfect music out-put to locations.

› For bigger profits and better service, smart operators pick a Personal Music System — top money maker in the field of music sales. Personal Music means more pleasure for patrons, extra cash for location owners and higher revenue at every stop for you. Let us show you what Personal Music will do for you.

Immediate delivery. Write us for the name of your nearest distributor and further details. *Personal Music —the Quality Line.*

PERSONAL MUSIC CORPORATION

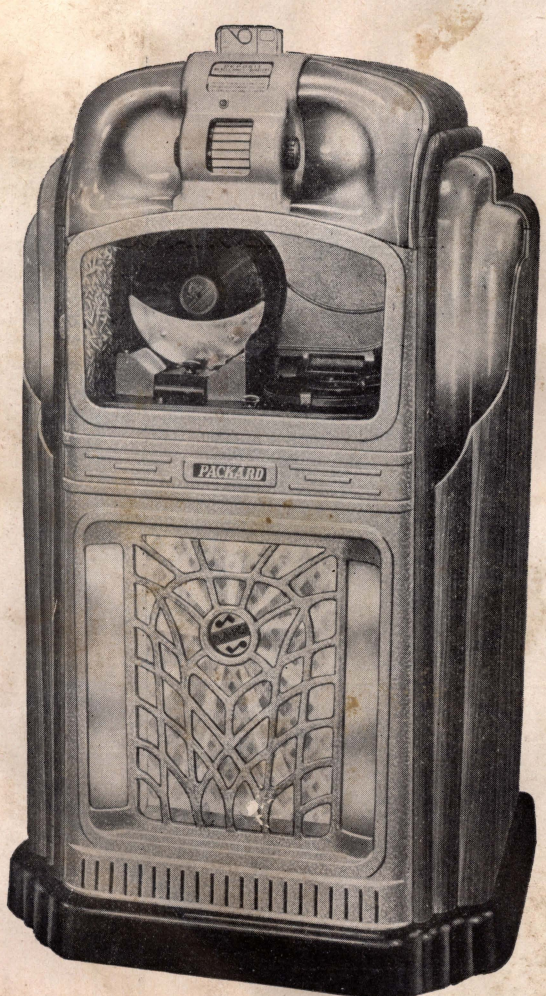
P.O. Box 720, Highway No. 1, Newark, New Jersey

Telephone Bigelow 8-2204

Deliveries NOW Being Made!

For 1947 — — It's Model 7!

Most of the Music Operators in the country have seen the offerings at the CMI Show in Chicago in early February. Those investigating the field were thoroughly satisfied that Homer E. Capehart's Model 7 for 1947 was the outstanding instrument shown.



Go PACKARD — ALL THE WAY!!

Don't Pass Up These Units . . .

MODEL 400 PHONOGRAPH HIDEAWAY

Small enough to slip into any nook or closet—compact enough to remain unnoticed—expertly engineered to give consistent, trouble-free operation . . . that's the Model 400. A demonstration will convince you!

The OUT-OF-THIS-WORLD SPEAKER

REMOTE CONTROL BOX

The DAHLIA, DAISY and ROSE Auxiliary Speakers

. . . and PLENTY OF CABLE FOR INSTALLATIONS!

Don't Delay . . . Come in Now!

Come In And See Us About Our

NEW FINANCE DEAL

WE CAN NOW MAKE IT POSSIBLE FOR YOUR MACHINES TO PAY THEIR OWN WAY

WE CAN DELIVER YOU THE ORIGINAL

PACKARD 30-WIRE CABLE for 24c

WITH NEW PACKARD BOXES

THE LATEST IN INDEPENDENT PHONOGRAPH RECORDS FOR JUKE BOXES

TWO LOCATIONS TO SERVE YOU

JACK GUTSHALL DISTRIBUTING COMPANY

1870 W. WASHINGTON BLVD.
(ROchester 2103)
LOS ANGELES 7, CALIF.

640 16th STREET
(Franklyn 9-5635)
SAN DIEGO, CALIF.

SHORT STORIES FOR
LONGER PROFITS

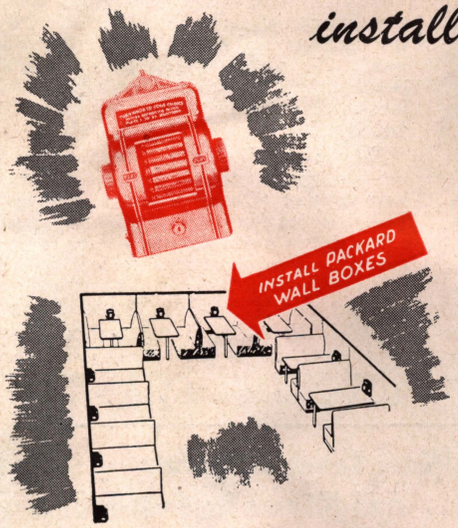
the Case of the BUSY BARTENDER

too busy . . .

The customers were, too! They went elsewhere!

YOU'VE GOT TO GIVE MORE SERVICE

install PACKARD PLA-MOR *wall boxes*



● It takes good service to keep the customers crowding around . . . whether it's to buy a drink . . . to get a sandwich . . . or to play their favorite tunes on your phonographs!

When your patrons want music with their "elbow bending," they won't stand in line or wait! Take your tip from the busy bartender—give them service *at* their elbows. Make it easy for them to "play!"

You can give more service, if you have more points of sale. Install attractive Packard Pla-Mor wall boxes in every booth and all along the counter or bar. You'll keep your customers . . . get more business—and *make more money!*

PACKARD MANUFACTURING CORPORATION • INDIANAPOLIS 7, INDIANA

PACKARD (PLA-MOR)

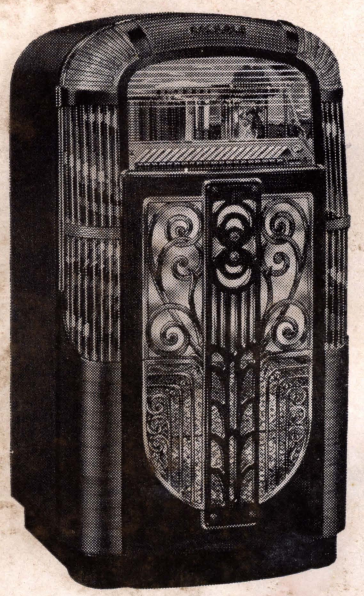
PIONEER OF THE INSTRUMENTS — POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES • ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS • ACCESSORIES • 30-WIRE CABLE •

Announcement



COLOR-ANIMATION, MODERN DESIGN TRUE TONE AMPLIFIER COMPLETE VISIBILITY

We are Happy to Announce Our Appointment as DIRECT FACTORY DISTRIBUTOR FOR

ROCK-OLA

PHONOGRAPH and ACCESSORIES IN SOUTHERN CALIFORNIA, ARIZONA AND SOUTHERN NEVADA

WE INVITE ALL OPERATORS TO COME IN FOR A DEMONSTRATION AND DETAILS OF THIS OUTSTANDING MACHINE

IMPORTANT

WE ALSO ARE SHOWING FOR THE FIRST TIME THE NEW ROCK-OLA PLAYMASTER

COINMATIC DISTRIBUTORS

2712 W. Pico Blvd. PArkway 3188 Los Angeles 6, Calif.

SI LYNCH

(Continued from Page 52)

Trading Co. established six other import firms operating under the Hambro plan.

Si Lynch is a mild-mannered, soft-spoken Southerner, whose easy-going habits belie the twinkle in his eye that is the one revealing characteristic of a dynamic and forceful business man. Liked by his fellow townspeople, as well as his business associates, Lynch has been an active member of Dallas civic life. For some four years his firm helped to provide the organizational backbone for Dallas coin machine operators' participation in the Community and War Chest campaigns. In each of these campaigns, the Dallas Coin Machine Industry contributed more than $1000 to the city's annual public welfare funds. Local operators' plan of giving one day's receipts to the Community Chest was widely publicized in Dallas newspapers and received much favorable comment from national trade journals. Lynch is also a member of the executive committee of the Dallas County Community Chest and is chairman of the Foreign Relations Committee of the Dallas Wholesalers and Manufacturers Assn.

Progressive Association

NEW YORK CITY—With an active membership of better than 150, the Automatic Music Operators Association, Inc. probably qualifies as one of the Industry's biggest operator groups. With nearly 30 of their members present at the Chicago show, they probably chalked up one of the biggest single attendance records at the "magnifiganza."

Keynote of the current educational program is consultation on new equipment—the qualities and potentials of new units and how to make the best use of them.

The association, which meets the fourth Tuesday of each month at the Park-Central Hotel, has made it possible for each man to be bonded in the amount of $2,000 and has been instrumental in seeing that members recognize each other's operation. Association headquarters are under the direction of A. S. Denver.

Operator Wins Court Bout With Location

ELYRIA, O.—A $12,000 damage suit against Joseph Celano, former proprietor of a rural Lorain County tavern, recently resulted in a verdict of $105 for Anthony A. Andre, doing business as the Northern Automatic Music Co., Cleveland.

The verdict was returned by Common Pleas Judge Guy B. Findley after he tried the case without a jury.

Andre's suit had charged Celano with maliciously destroying a coin-operated phonograph on July 10, 1944, at his tavern. However, Celano claimed that he had asked the Cleveland firm to remove the box but they had failed to do so. He said he then conferred with Sheriff Carl R. Finegan and decided to move it to the basement where it could not be used. While doing so, Celano said he fell and the machine was damaged.

AMI Distribs Confer

CHICAGO—AMI policies for the coming year were discussed at a post-show meeting here. Speakers included John Haddock, president of the firm; De Witt (Doc) Eaton, vice-president and general sales manager; and Lindy Force, assistant sales manager.

Following the meeting, Eaton left for the East Coast to call on operators and distributors. "The show proved there is more interest in 'correct automatic music' than at any time in the past," he said. "By the word 'correct,' I mean music equipment which fills operators' needs today, and especially the kind that produces the extra income the operator needs so badly."

Indies to Post AFM Bonds

WASHINGTON—Small phonograph record firms just starting in business will now have to post a bond with the American Federation of Musicians, *Pathfinder* magazine states in a recent issue. Reason is that too many newcomers have folded, leaving contributors high and dry—and unpaid.

Victor Adds Basie, Three Suns

CAMDEN, N. J.—Victor annexed two ace-high recording groups when they unlatched Count Basie from Columbia and the Three Suns from Majestic.

Music Operators: **Striking Mirror Covered Cabinets And Mirrors for Built-In Jobs**

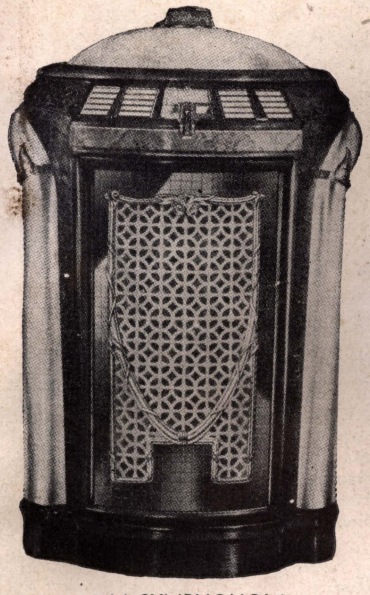
Decorative, play-inviting; harmonize with any interior design. Cost less than usual installation and earn 75% to 100% more profit. Also carved designs, speak holes and lettering in mirrors with transparent colors and illuminated on back side. Our specialty: sandblasting, etching and coloring of glass mirrors and plastics.
We also build glass-covered cabinets for wired music systems and automatic phonographs

Mail Us Rough Sketch of Your Needs and We Will Quote Price

H. R. MILLER & CO.

1452 S. Central Ave. PRospect 3821 Los Angeles 21, Calif.

THE WORLD'S GREATEST MUSIC SYSTEM—*For any location!*

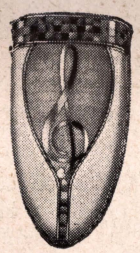


147M SYMPHONOLA

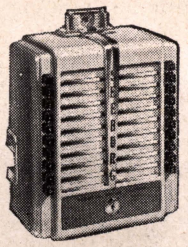
1947 SEEBURG SYMPHONOLA—Music properly reproduced is a big attraction to the public. Operators recognize that the public appreciates the quality of music that a properly engineered sound system can furnish. **Only** SEEBURG is today offering a complete Music Merchandising System, assuring Scientific Sound Distribution.

NOTE: Let us explain the SEEBURG "Two-Year Plan" to you.

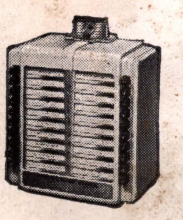
UNITS OF THE 1947 SEEBURG MUSIC SYSTEM



12-inch Mirror Speaker



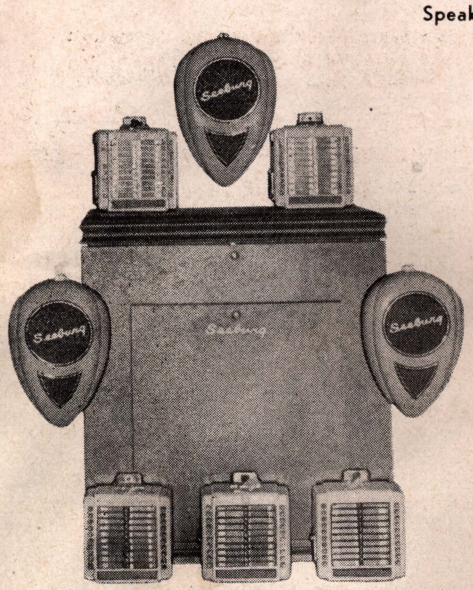
Wireless Wallomatic



3-Wire Wallomatic

8-inch Tear Drop Speaker

Dual Remote Volume Control



SCIENTIFIC SOUND PACKAGE

SEEBURG . . .

from finger tip to ear . . . the finest music you can hear!

For the smaller location where space is precious, here is the "SCIENTIFIC SOUND PACKAGE" that will mean greater profits for the Location Owner and the Operator. The "SCIENTIFIC SOUND PACKAGE" consists of One (1) RC SPECIAL, Three (3) SPEAKERS and Five (5) WALL BOXES. The price is $750.

JACK R. MOORE Company

4 DISTRIBUTING OFFICES

PORTLAND
1615 S. W. 14th
Portland 1, Oregon

SEATTLE
100 Elliott W.
Seattle 99, Wash.

SAN FRANCISCO
348 Sixth St.
San Francisco 3, Calif.

SPOKANE
No. 4 Bernard St.
Spokane 4, Wash.

"Open the Door" to the Cash Box, "Richard"

NEW YORK—For twenty years, Negro Comic "Dusty" Fletcher has kept night club and vaudeville audiences howling with his inimitable "Richard" routine. It was just a funny skit until the novelty tune was put to wax. Then it became a country-sweeping by-word in American colloquial patter.

Psychologists and phonograph men are puzzled in attempting to put a finger on the "why" of Richard's amazing rise to needle fame. The only explanation the experts can arrive at is that America is not happy unless it has a catchy slogan to break the monotony of standard conversation.

Now that folks have embraced Richard to their bosom, the disc makers are working overtime to capitalize on the time, the place, and the record.

Mechanical-Minded Female

TULSA—Accompanying Howard Dolph, AMI distributor, on his swing through the Texas circuit has been a carton of parts. Time after time Howard has opened the carton, assembled the parts and mechanism, and inserted them into an AMI cabinet to prove its easy serviceability.

Howard made quite an impression among phonograph operators, but the most convincing demonstration occurred while he was out to lunch. He had dismantled a phonograph and left the mechanism and parts alongside the cabinet. His secretary, Ercell McLaughlin, being quite fastidious about orderliness in the office, picked them up and decided to put them elsewhere. There was no convenient space available, so having mechanical aptitude, she mounted them in the cabinet.

"If a woman can do it," Howard remarked rather dazedly, "anyone can."

Immediately following presentation of the 1947 Seeburg line to operators, a 147 Model Symphonola was on display the following day at the Paramount theater on Market Street in San Francisco. Phono played the Capitol records featuring tunes from Disney's latest picture, "Song of the South." Display was arranged by Johnny Ruggiero of the Jack R. Moore office.

"Constellation" Shoots To High Acceptance Peak

OAKLAND—No sooner did representatives of Mills Sales Co. return from the show than they took to the road in their respective territories to spread news of the new comet-like profit maker: the *Constellation* phonograph.

Dick Eggleston of the Oakland sales department, is now touring Northern Nevada. Warren Taylor, general sales manager, left for Los Angeles on the first leg of a trip which will carry him to Arizona and Southern Nevada.

During the week ending February 21, Alex Lissiansky of International Mutoscope Corp. conducted classes on the maintenance of *Voice-O-Graph* and *Photo-Matic* equipment.

Cleveland Assn. Sponsors Nightly Radio Program

CLEVELAND—To bring more people into locations and to stimulate interest in automatic phonographs, the Phonograph Merchants' Association will inaugurate a nightly radio program over WHK beginning March 3, called "Juke Box Jamboree." It will be heard Monday through Friday, 11:15 to midnight.

Popular records, as well as Cleveland's hit tunes, will be featured. Locations will be given an opportunity to "plug" their places of business through a co-sponsorship arrangement. Only a limited number of commercials will be used.

Gutshall Appoints S. M.

LOS ANGELES—Gene DeVilbiss has been appointed to supervise sales for the Jack Gutshall Distributing Co. and is currently allocating the first carload of Homer E. Capehart's Model 7 *Par-Mor* Phonograph to the Music Men of the West.

Gene arrived in Los Angeles eleven years ago after a five-year stint operating in Chicago. He has had ex[illegible] with Wurlitzer and A. M. I. and u[illegible]ng to California formed an opera[illegible]nership under the name of DeVilbiss & Lee and operated for six years. DeVilbiss is married and has fathered two kidlets. "I'm mighty proud and pleased with my position with Jack," said Gene, " and I know I'll be able to give the boys the service they want. Jack covered the CMI show in Chicago and the consensus of opinion seems to be that it's Packard for '47. We sort of planned that would be what would happen and, brother, we've made arrangements to take care of the boys' needs."

Eagle

REPLACEMENT PLASTICS

SOLID COLOR
TOUGH CONSTRUCTION
PERFECT FIT
TOP QUALITY
LOW COST

SHEET PLASTICS
20"x50" — Pliable — Per Sheet
50 gauge, red, yellow, green or clear $12.50

PLASTIC WINDOWS
New, clear, transparent . . . for your model 850 program holder. Per Set $5.00

WURLITZER

	Each
800 Top Corners	$16.50
800 Lower Sides	15.00
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	9.50
800 Back Sides (Green)	9.50
800 Top Centers (Onyx)	5.50
600, 500 Top Corners	5.50
700 Top Corners	8.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	9.75
750 Lower Sides	9.75
750 Top Center	5.50
750 Middle Sides	2.00
850 Top Corners	12.50
850 Lower Sides	8.75
850 Top Center	12.50
850 Peacock Glasses	4.75
950 Lower Sides	12.50
24 Top Corners	1.25
24 Lower Sides	5.50
41, 61, 71 Top Corners	5.50

ROCK-OLA

	Each
Standard, Master, DeLuxe or Supers: Top Corners (Solid Red, Yellow or Green)	$12.75
Lower Sides (Red or Yellow)	12.75

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green)	$14.50
"Hi-Tone" Grille Pilasters (Solid Red, Yellow, Green or Onyx)	2.25
"Classic"—"Colonel": Top Corners (Solid Red, Yellow or Green)	6.00
Lower Sides	9.50

If you don't see what you want . . . ask for it!
We may have it in stock!

MONEY-BACK GUARANTEE

Eagle Coin Machine Co.
1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS
PHONE MICHIGAN 1247

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

In This Issue:

- Big Upswing In Vending Volume Predicted
- Coin Dispensed Meals To Be Ready in Fall
- Milady's Coiffure Inspired Coin-Operated Hairdryer
- $100,000,000 Chewing Gum Industry Awaits End of "S" Day
- Gum-Peanut Operator Readies Aspirin Vendor for Market
- Cincy Operator First to Use Mobile Telephone
- Tobacco Expert Predicts Bright Cigarette Future
- Sugar Continues to be Main Bottleneck in Candy, Gum Supply

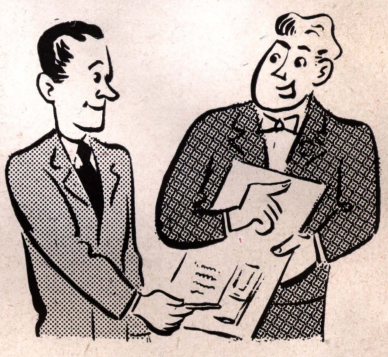
March 1947

Just Say "THE NEW DuGRENIER"

SPURNS

When Mr. Operator laughed at good advice and stuck to machines out of the past he found that not being up-to-date was expensive . . . Price Changes and Tax Problems had him down — repair bills soared . . . profits crashed!

LEARNS



The astounding revolutionary, new DuGrenier Challenger shows him the light as he analyzes its streamlined beauty, many exclusive features, including the special patented mechanism that operates on any combination of nickels, dimes and quarters.

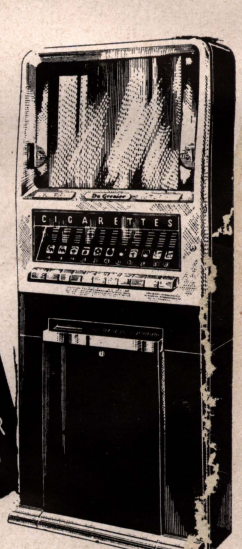
EARNS

No deadwood any more. Every DuGrenier making steady, big profits. Now he's in business to stay—and to stay with DuGrenier Challengers for a long time to come!

The DuGRENIER *Challenger*

America's Foremost Cigarette Merchandiser

THE ONLY CIGARETTE MERCHANDISER THAT OPERATES ON NICKELS, DIMES AND QUARTER IN ALL COMBINATIONS



DuGRENIER, INC. 15 HALE ST., HAVERHILL, MASS.

America's Foremost Manufacturer of Automatic Merchandisers

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

★ ★ March, 1947 ★ ★

Big Upswing in Vending Volume Predicted

NEW YORK—Under the heading, "Coin Machine Industry Sees Five-Fold Rise," the New York *Herald Tribune* devoted almost a full column to the marvels of the coin age, as revealed by displays at the show.

"With the sales volume of merchandise sold through coin-operated vending machines already approaching one million dollars annually, Industry leaders have set their sights on increasing that figure to five million within the next five years," reports Staff Writer Luke P. Carroll from Chicago.

"At the first post-war coin machine convention manufacturers put on display dozens of new machines. In addition to the pre-war models, the new devices included a shoe-shine machine, ice cream vendor that offered two flavors, and others that disgorged everything from vitamin pills and aspirin to railroad tickets."

The author pointed out that vending is only one of three divisions of the Industry, the other two being amusement and music. "But these latter two are not expected to experience the same upswing in volume in the coming years," the writer adds, "although at the moment the sales volume of both these divisions is about on a par with the vending division. . . . Soft drinks and cigarettes are the most popular items sold through vending machines and probably will remain so even after new models that dispense other merchandise are ready for use."

Good Peanut Crop

WASHINGTON—The 1946 peanut crop was in excess of two billion pounds, netting farmers approximately $300,000,000. This is double the pre-war yield in poundage and represents an income for farmers eight times that of 1939.

Beer and Food Dispensed From New Vendor

CHICAGO—A vendor which delivers bottled beer or ten other varied items is being readied for production by United States Vending Corp.

Beertender is designed to aid already licensed establishments in giving an added fillip to beverage sales. Not only will it dispense ten different drink selections but will also vend sandwiches, potato chips, and pretzels from a single unit.

The machine, weighing 1,000 pounds, is 35 inches wide, 35 deep, and stands 82 inches high. It has a 1/3 h.p. sealed refrigerator unit with forced air circulation.

Highlighting features include: three-second delivery, adjustable temperature control, variable price control, rapid cooling of beverages, and accommodation of beer or beverages in a variety of shapes.

Viking Brochure

SAN FRANCISCO—In a move to interest more manufacturers in Viking Specialty as an outlet for their lines in Northern California, W. A. (Bill) Collier and Don H. McClinton have issued an attractive four-page, orange and black brochure. Page One is headed "How to Sell Your Product in Northern California" and gives a brief historical background, pointing up the 29 per cent increase in the area's population since 1940.

Page Two describes Viking's facilities, while Three briefs the background of Collier and McClinton. The reverse side lists the national companies the firm now represents.

New Partner at Quality

NEW YORK—Quality Plus Co. announces a change in partners. Irving Neworth, well-known in import and export circles, has taken over the duties of Sam Friedman.

SELECTED—CALIFORNIA ALMONDS

The small tiny size—Roasted and Salted especially for Vending Machines PACKED in 5 lb. wax lined cartons for easy handling - 6 - 5 lb. cartons to a shipping case.
Write for samples and prices today! Please tell us your approximate requirements and whether you are a distributor or an operator.

THE HARRY P. RITCHIE CO.
333 E. 2nd ST. LOS ANGELES 12, CALIF.

Coin Dispensed Meals To Be Ready in Fall

NEW YORK—A complete dinner, priced from 35 to 75 cents, with 14 selections of meat . . . 11 choices of vegetables . . . 4 types of potatoes . . . served piping hot at the insertion of a coin!

The era of coin-operated foods, propelled by a vast quarter-million dollar advertising and promotional campaign, will introduce a revolutionary fresh frozen food service this fall.

John L. Remco, a pioneer in the frozen food field, developed the "Gold Plate" and "Vegetable Plate," which he calls "dining out at home."

The dinner is pre-cooked. Each item is sold separately on detachable sectional plates resembling the "blue plates" restaurants offer. Plates are aluminum, with sprayed enamel surface, and can take direct heat. They are fitted together by a patented grooving system and may be thrown away after using.

A specially designed dispenser, which may be placed in any type of location, offers the items in illustrated banks, thus eliminating excessive handling by customers. The unit will vend roasts and steaks in line with customer preference: rare, medium, or well-done. Boneless portions of roast will weigh four ounces with two ounces of gravy. Steaks and chicken will range from six to eight ounces. Vegetables will come in two-ounce servings; juice in one ounce, and potatoes in three. Price will vary according to weight.

Prime locations are expected to be hospitals, trains, airlines, steamships, night clubs, stop-over points on bus routes, etc. Elimination of dish-washing and cooking are strong points in favor of this new service.

Twenty divisional distributors, located in key areas, will each operate one retail outlet for consumer test purposes, and will carry inventories of 20 to 50 thousand meals. Driver-salesmen will work for the distributors, servicing the dispensers in stores, homes, and industrial plants. New England and the Middle Atlantic States will receive the first units to come off the production line in the fall.

Remco is now building a 60 million-meal-a-year plant in South Hackensack, N. J. This plant will introduce an electronic method of barbecued preparation and will be equipped with all modern equipment necessary to cut, package and freeze the foods automatically under germicidal lighting. A staff of technologists and researchers will be continually at work on new and improved methods.

Milady's Coiffure Inspires Coin-Operated Hairdryer

By Robert Latimer

Back in 1938, J. C. McCallum, present head of Coin Operated Hairdryer Co., St. Louis, was manufacturing dashboard gas gauges for automobile use, as well as for many specialized purposes in the automotive field. At that time he never dreamed of entering the coin machine kingdom in any way, and his only acquaintance with the slot was an occasional play on the phonograph in a neighboring tavern.

McCallum used to wait for his wife a little longer than the average man waits to pick up the Mrs. at the end of the day—chiefly because Mrs. McCallum operated a large beauty shop. Quite often she would have "late customers" who came in from swimming pools or athletic diversions who wanted their hair dried before keeping a date. "We didn't like working overtime of course," McCallum smiled, "so we took some steps to find out why it was that there was always a surge of last minute customers asking for their hair to be dried. The result, we found, was that many women go swimming, take showers, etc., and emerge with wet hair, only to find they can't possibly get it dried before evening. Therefore, they make a quick trip to the nearest beauty shop, as almost any beauty shop operator will testify."

From that simple beginning emerged one of the Midwest's most unusual coin-vending operations: Coin Operated Hairdrying Co., which has taken cognizance of the fact that milady wants her hair dried quickly, conveniently, and that she will spend any amount to achieve this end.

Since 1938, Coin Operated Hairdryer Co. has manufactured two specialized vendors which are sold to swimming pools, colleges, YWCA's, nurses' homes, and any type of institution where women are likely to get their hair wet. No longer is it necessary for a customer to dash to a beauty shop when finding in dismay that her hair "looks like a mop." Instead she finds conveniently set up vendors which dispense hair nets, bobby pins, and a comb in a convenient package for 10c, and a coin-operated dryer, which will give her 15 minutes of gale-like heated air, for 10c.

Finding that the automatic hairdryer and contiguous hair-accessory was ideal for swimming pool use, McCallum branched out. He found that anywhere where women were domiciled was an excellent field. He even found that hospitals, where patients frequently need shampoos but fear to take them because pneumonia might ensue, were good locations. "Women always want to look their best," McCallum pointed out, "and the ordinary type of dry shampoo given in a hospital simply won't get results. With our equipment, mounted on wheels, the hospital patient can get the same type of hair-do she would in a beauty shop. Perhaps the most unusual place we have installed the unit is in YMCA's—for the convenience of bald-headed men who are likely to catch cold if they do not close the pores in their scalps after taking a swim."

Coin-operated hairdryers were selling at top volume until the war came along and put a stop to the manufacture—inasmuch as most essential materials went into the construction of electrical dryers. Now, however, with plenty of stock on hand, McCallum has made a tie-up with one of the country's best-known manufacturers of beauty shop equipment, who lend their name gladly to the device. Almost all sales now are "twin sales" which involve the coin-operated dryer and the "package vendor" which dispenses a 3x4x3/8-inch accessory container.

"We came out with a secondary vendor because we found that sales could be increased 300 per cent in swimming pool locations," McCallum pointed out. "We install either wall or pedestal models in accordance with customer preference. The vendor holds 150 hair net packages, is easy to service, and complete enough to last over a long season. In many cases the dryer would get no play unless the customer had a hair net, comb, pins, etc., with her. By providing these with the secondary vendor, both of them operate at full capacity. The only exceptions to this rule are dormitories, colleges, etc., where the girls simply dash to their rooms for hair-do equipment."

The hairdryer is a stainless steel, government-approved model. The coin slot is hooked up with a timed spring-loaded, self-winding control. When the customer inserts the dime and turns a knob, she winds up the spring, thus relieving any tension when the machine is not in use. It cuts off automatically at the end of 15 minutes, and the customer must deposit another dime if she wishes the service to continue. This latter factor has been an important selling agent, according to McCallum—his salesmen point out that swimming pools already offering dryer service need keep only one-third as many machines, since women will not "hog" the dryer as they would if no charge was involved.

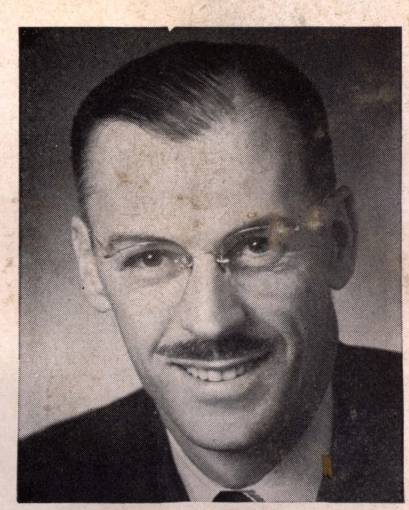
Until late 1945, the coin-operated hairdryers and hair net vendors were sold outright or leased. At present the company plans to lease most of its equipment. In many cases units are being installed with automatic vendors of other kinds (candy, cigarettes, sanitary napkins, etc.)

The prospective market has proved to be many times greater than was originally anticipated, according to McCallum. Except in rare instances, the company can sell two machines: small changes make them ideal for other specialized fields. Typical of these are country clubs and golf clubs. For such customers, Coin Operated Hairdryer Co. offers machines which will take only special slugs which the club distributes to its membership as an added service. In this way only guests or members will utilize the hairdryers. The coin control on the dryers means that customers will not loll overtime under them, and many more people can be handled daily. With hundreds of women swimming daily, the market represented by swimming pools in such clubs can be readily imagined.

The machine's distribution has been spurred by many ideas which have come about as a matter of course since the first ones went on the market. Salesmen point out to collegiate dormitories, YWCA's, etc., that girl students and guests must often waste valuable time, spend excessive money, and endanger their health with colds by leaving the dormitory to go to the nearest beauty shop to have their hair dried. With the machines located conveniently in the

(See HAIRDRYER, Page 64)

Limited Deliveries
NOW
On 1947's Outstanding
Cigarette Vendor



The 1947 PX

The PX
by Lehigh

We are now making limited deliveries on the sensationally new and different PX Cigarette Vendor. Shipments are arriving on regular schedules and increasing in quantity each month. It is now possible for operators to schedule their deliveries for the balance of 1947. If you have not made arrangements for your monthly allotment, drop in at our nearest office today and work out your schedule.

Did You Know That PX

Has no hinged sections—no swinging doors. Cabinet door is removable. PX has 10 columns—all King size. Columns are made out of aluminum—50% lighter! Capacity 425 packages—King or standard size packages. Slug rejector is latest National. Entire assembly held in place by three screws—easy to remove—everything accessible. Cigarette and book match magazines lift out independently—no screws! Coin register is simple, positive, easy to reach. Chute is removable without drawing out the chassis. Attractive indirect illumination. Choice of modern room conforming colors.

WE ARE EXCLUSIVE "PX" DISTRIBUTORS IN CALIFORNIA

Come In Today!

The Nickabob Company

NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

HAIRDRYER

(Continued from Page 62)

dormitory, there is also no need for girls to go to bed with their hair wet—a sure-fire producer of influenza and other trouble.

McCallum's long engineering and inventing experience has had a great deal to do with service guarantee which goes with every machine. Commercial dryers normally sold to beauty shops are guaranteed 3,000 hours of trouble-free operation. McCallum's goes much farther than this; the coin-operated hairdryer need not be oiled for at least 3,000 hours, and due to intermittent usage, absorbs little wear and tear. The company guarantees them to last from 20 to 25 years, and if the pool owner or institution wishes to buy them, they will pay for themselves in the space of one or two seasons, and will be a source of profit thereafter. Hundreds of them are operating in the St. Louis-Kansas City area which have never required service, and have paid for themselves years ago.

McCallum has never gone into national distribution simply because direct selling in the Missouri-Illinois region has absorbed all his production. Plans were under way to extend East to New York when the war came along and made it impossible to obtain sufficient dryers for coin-machine conversion. Now, however, with a ready flow of the stainless steel gadgets on hand, and contracts let for manufacturing the hair net and comb vendor, the company plans to help milady with her hair-do the country over.

Corners Bubble Gum Market

NEW YORK—A recent issue of *Life* Magazine devoted a full page to Andrew J. Paris, the man who has "won himself a temporary corner on a business that will make money as long as kids from 6 to 16 are able to chew."

The illustrated story goes on to relate that Paris, a candy importer of McAllen, Texas, "has been able to sew up rights on the output of four Mexican factories at Monterrey. Meanwhile U. S. gum manufacturers are stumbling along with scanty supplies of sugar and latex, the basic liquid that makes bubble gum bubble. In 1948 U. S. manufacturers will probably be getting enough latex to catch up with Mr. Paris, but until then they will have a tough time cutting into his source of supply."

Gum Venders: Here's How to Make Your Own Bubble Gum

CHICAGO—Venders who are having difficulty procuring precious bubble gum may want to turn out a batch to use until supplies become more plentiful. If so, here is the formula:

Heat four pounds of plastic invert sugar to 150-175 degrees F. Take four pounds of bubble gum base and cut into small pieces, adding to the heated invert sugar. Mix until the bubble gum base is completely melted. If necessary, apply additional heat, stirring continuously. Add eight pounds of pulverized sugar and four ounces of peppermint oil and mix well. Add eight more pounds of pulverized sugar and knead.

After the mixture is plastic, cut into pieces and wrap in waxed paper or cellophane.

Houston Elected by NAMA

CHICAGO—I. H. Houston, president of Spacarb, Inc., has been elected to the board of directors of NAMA, filling the vacancy caused by the death of E. V. Morava.

Houston has been active in NAMA affairs since he joined the association; at the 1946 convention he was chairman of the beverage work-shop.

Opposition to Laundry Franchises Increases

MINNEAPOLIS—Due to a court action instituted by Leonard E. Atlas, automatic laundry operator of this city, and subsequent action by the government, franchise agreements contracted for *Launderette* and *Laundromat* are meeting increased opposition from operators throughout the country.

Atlas purchased his own machines from individual Bendix dealers, intending to set them up in a store. After he had garnered 15, Atlas states, the parent company boycotted him, notifying its dealers not to sell, service or install any more units. In October 1946 Atlas sued Bendix, the Motor Car Equipment Co., franchise factory distributor of Minneapolis, and 13 dealers for $255,000, claiming violation of the Sherman anti-trust laws. The case was settled out of court in January.

The government, meanwhile, also filed a similar suit, which is now pending.

Vitamin Pill Machine

CHICAGO—Remember the story in last month's REVIEW about the vitamin pill vendor developed by film star Ilona Massey and her fiance, Jay B. Kurtz? Well, it wasn't a Hollywood press agent's fantasy, but an actual display at the Bismarck Hotel.

Manufactured by Kayem Products Co. of Los Angeles, it stands approximately 15 inches high, 8 wide and 4 deep. In the near future it will dispense a wide range of products, such as chewing gum, penny candy, razor blades, aspirin, etc., but right now it's geared for vitamins only. Two for a dime is the sales price; machine's capacity is 100 boxes.

One of the outstanding features is a slot which can be adjusted to handle one- to five-cent and ten-cent sales by merely moving a small lever; no change in coin slot or rejector is required.

First RR Coin Locker

NEW YORK—Coin-operated lockers that enable passengers to check luggage under lock and key have been introduced in the new "Luxury" passenger coaches of the Delaware, Lackawanna and Western Railroad Co. for the first time on an American railroad.

EMPTY
Vending Machines
FASTER

BIG CHARMS: NEW ENLARGED ASSORTMENT, consisting of ONE HUNDRED AND FOUR (104) different, new, large, beautiful "Eppy" Plastic Charms—in many bright, sanitary and odorless colors.

Operators who are using BIG CHARMS are busy-happy.

CHARMS IN BULK—$4.00 per thousand with FREE Gold and Silver-Plated Charms mixed in as an added sales-stimulating bonus.

SASSY WISE-CRACK PICTURE BUTTONS: Consists of 38 different wise-cracks (but clean) that are appealing to children—and definitely suitable for children.

Operators who mix in Sassy Buttons (and Big Charms too) attract more interest; catch more pennies; empty machines faster.

SASSY PICTURE BUTTONS IN BULK—$6.00 per thousand.

A-TO-Z ALPHABET CHARMS: One smart operator works an effective stunt with these ALPHABET CHARMS. He pastes a sign on each machine which offers a Giant Balloon as a prize to children who mail in to him the letters which spell out the name of his city. If the city is N-O-R-F-O-L-K — those who send in those letters get the Giant Balloon prize offered. It's a terrific idea. You ought to work it too!

A-TO-Z ALPHABET CHARMS in bulk—$5.00 per thousand.

All prizes guaranteed to fit your Vending Machines. All prices F.O.B. New York, net cash; $1.00 deposit with order—balance, C.O.D.

SAMUEL EPPY & CO., Inc.
"The World's Largest Charm People"
113-08 - 101st Avenue
RICHMOND HILL 19, L. I., N. Y.

The ONLY Authorized Service Center
—for—
NATIONAL SLUG REJECTORS, INC., ST. LOUIS
For The Western States

Slug Rejectors
Radio Timers
Interchangeables
Coin Switches
Change Makers
Receptacles

NATIONAL SLUG REJECTOR SERVICE CO. of CALIFORNIA
H. O. HEDDERGOTT
717 South Westmoreland Los Angeles, Calif.
Phone FA 5772

you get extra profits with the new 3-denomination cigarette vendor, U-NEED-A **MONARCH**

65
FOR MARCH 1947

Make cigarette vending profitable now in *all* locations. The 1947 MONARCH is outstanding . . . *for mechanical simplicity, large capacity, and beauty of lines.* Designed by Norman Bel Geddes for U-Need-A Vendors, the MONARCH is geared for modern, automatic merchandising. Perfectly balanced and tip-proof. Easy and quick to service (has few moving parts). Engineered with skill and precision.

THE MONARCH GETS LOCATIONS AND HOLDS THEM . . . TRULY AN OPERATOR'S MACHINE.

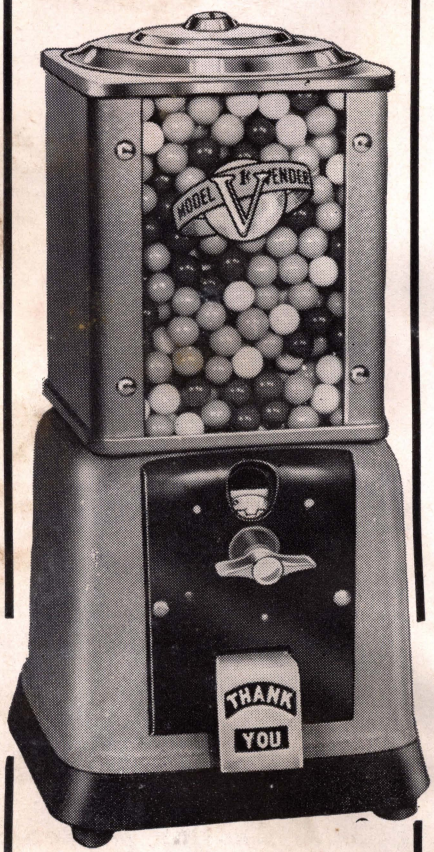
Prompt deliveries . . . Write, phone, or wire for full details.

U-NEED-A VENDORS, INC.

U-NEED-A VENDORS, INC., 288-308 FRELINGHUYSEN AVE., NEWARK 5, NEW JERSEY • PHONE: BIGELOW 3-1767-1967-4876

Victor's Famous MODEL V

The Choice of Thousands of Successful Operators



During the long, hard years of emergency, *Model V* earned new laurels for stability and the ease of adjusting for any available confections.

Post-War Model V, further improved and 5 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball-Gum. - - NO ADDITIONAL PARTS NECESSARY!

Model V DELUXE CABINET TYPE is built of steel and has transparent plastic front, making it exceptionally strong and durable for those rugged locations.

EXCLUSIVE DISTRIBUTORS FOR CALIFORNIA, OREGON, WASHINGTON

ADAMS-FAIRFAX CORP.

5721 West Jefferson Blvd.
Los Angeles 16, California

$100,000,000 Chewing Gum Industry Awaits End of "S" Day

When the day of shortages—"S" Day—unfolds from a cloudy sky and rolls into the fleecy white dawn of plenty, the $100,000,000 chewing gum industry will sail forth on a prosperity-filled mission aimed to satisfy pent-up consumer demand for increasing quantities of favorite brands.

The war has added thousands of new converts to the jaw-moving fraternity. As an antidote for boredom and monotony, servicemen tried the slick chicle and grew to like it. Back in civilian life, they still like it—the only catch is that it is more difficult to procure.

The two principal ingredient bottlenecks facing manufacturers are chicle and sugar. No effective substitute for either has yet been discovered. Of course, quantities of both could be cut down to increase output but millions of dollars spent advertising the product, plus customer good will, would be nullified by an inferior blend, thus jeopardizing the future market.

Venders who handle gum dispensing as part of their operation invariably find their curiosity piqued: How is chewing gum made? What ingredients is it composed of? Where do these ingredients come from?

The base of the product is the milky juice of the Nispero tree (an evergreen) which grows in the forests of South Mexico, Yucatan, Central America, British Honduras, and several South American countries. The milky resinous latex is collected and boiled in large vessels, turning into a dough-like texture. After being kneaded (to remove some of the water) it is pressed into wooden molds.

When shipped, the chicle contains about 50 per cent water. Ten per cent of it evaporates during transit.

Very little chewing gum is made of pure chicle base. Most contain substitutes; others contain no chicle whatever. Principal substances used in lieu of pure chicle come from Borneo. They are known as Pontianak or Jelutong, a white amorphous compound named gutta, and various other resins. A number of different processes and machines are used to purify chicle substitutes. One is to boil the rubber in an alkaline solution containing 25 pounds of caustic soda and 100 gallons of water. When purified, the resin-rubber combination changes its shape and floats to the surface in the form of a spongy mass. Removed and washed, it is then pulled and kneaded at a temperature of 200 to 300 degrees F.

To soften the stiff quality of the chicle substitute, a yellow paste is used which makes the mixture more elastic and therefore easier to chew. Formulas for compounding the ingredients are closely guarded trade secrets.

Twenty-seven manufacturers comprise the bulk of the gum industry. In 1939 two of the major makers sold $49,800,000 worth of their product. In 1941 sales of these two companies went to $55,900,000, reaching $66,700,000 the next year.

In 1939 the 27 manufacturers used 63,133,566 pounds of sugar, 16,453,369 pounds of corn syrup, 8,568,267 of sugar, 11,468,663 crude gum; $1,289,583 worth of essential oils, and $116,491 of flavoring extracts.

Expansion of chicle and substitute resins is limited by the fact that trees cannot be tapped every year and wet weather is necessary for it to flourish. In 1942 and 1945 dry weather restricted production, but in 1943 and 1944 record totals were attained.

The United States produces 60 per cent of the world's chewing gum output. Leading importers are the Latin American countries, but shipments to them amount to no more than three per cent of the domestic total.

During the war new brands were introduced and enjoyed good response because the public wanted gum—any kind of gum. Some of these have disappeared from vendor and retail outlets, while others, backed by heavy advertising campaigns, are still doing a considerable business and may offer the established brands keen competition when normality again prevails.

"Cash-Tray" Wins And Places at Show

CHICAGO—Jack Nelson, *Cash-Tray's* factory sales representative for the Midwest in charge of distributors. received such an avalanche of orders on the first day of the show that his local warehouse stocks became depleted, and he rush-ordered for 500 more.

Twenty distributors, located in key cities, have all reported phenomenal sales. Adams-Fairfax Corp. of Los Angeles, manufacturers of *Cash-Tray*, the first five-cent almond vendor to be introduced to the market, report that while distributorships in the remaining territories are going fast, there are several principal trading areas which are still open.

Tobacco-Candy Table First Dinner-Dance

LOS ANGELES—Over 200 attended the Los Angeles Tobacco and Candy Table's first annual dinner-dance, which was acclaimed an outstanding success. The affair started with cocktails and filet mignon at seven p. m. and ended with dance music at one a. m.

Over 100 prizes were given, ranging from cartons of cigarettes to razor blades and electric toasters. Roy Wittschen and Bill Boedecker M. C.'d four acts of entertainment.

Michigan Vending Moves

DETROIT—Michigan Vending Co., cigarette machine operators and wholesalers of candy and tobacco products, has moved into modern enlarged quarters at 14838 Wyoming.

"I don't see how any operator can get along without your paper."

The **NORTHWESTERNER**

Here is an invaluable service for every operator. Regardless of what machines you operate, you'll find it a mighty wise move to keep in touch with the fast growing bulk vending field. The Northwesterner is packed with vital information, service hints, ideas to help you make and save money. It's yours for the asking—just tell us what you operate.

IT'S FREE!

Northwestern
MORRIS, ILLINOIS

Gum-Peanut Operator Readies Aspirin Vendor For Market

By George Keith

Probably the biggest money earner since the Bell! That is how L. C. Trent describes his new aspirin vendor. While most of us are talking about the dime, L. C. remembers the old adage about great oaks from little acorns and pays deep respect to the precious penny.

It was in 1939 that the idea struck Trent that the man in the street was paying too much for his aspirin. Not that the price was too high, but Mr. Man was wasting his tablets.

The usual procedure was to drop in and buy a box of the pills for ten or more cents, use one or more tablets, place the box in his pocket and forget about them.

Along came another headache about two weeks later. Out came the box of pills, and most, if not all of them, were reduced to powder.

Why buy a dozen when you need only one? But how could a man buy one aspirin? Via the vending machine, was Trent's logical answer.

However, no such machine was known to him. The answer to that was, "I'll invent one, myself." Inventing comes easy to Trent, and he has sad memories of being gypped out of one of his brain-children. (The pill machine is fully protected by pate

Fo[illegible] years he persevered. Today his penny-a[illegible]vendor is almost ready to go. Almost, no[illegible]quite. Indeed it was only after your REVIEW reporter assured him the Industry would be told he is not ready to market his machine, that he consented to talk about it.

Trent, owner of some 1,600 ball gum and peanut units, is situated in Loveland, more than 20 miles from Cincinnati. He drove to Cincinnati, bringing a model of his vendor so that I could see it work and tell REVIEW readers about it.

It will be a metal square, surmounted by a glass bowl, and small and compact enough to stand on almost any counter. He experimented with plastics, but found them unsuitable and will probably use an alloy die cast of zinc, tin and aluminum.

The globe will hold about 1,000 aspirin tablets, and will be sealed so that the weather will have no more effect on the contents than the pills in a vial on a druggist's shelf.

It contains a conventional coin slide, the plunger of which even a child could operate. To the left of the slide is the dispensing chute. Press the plunger carrying the penny, and one aspirin tablet drops down the chute gently and without any harm to the tablet. Time after time he used the sample pill and it never failed to drop and was not spoiled or nicked in any way.

It is simple to operate; Trent assured me the inner mechanism is just as simple, with

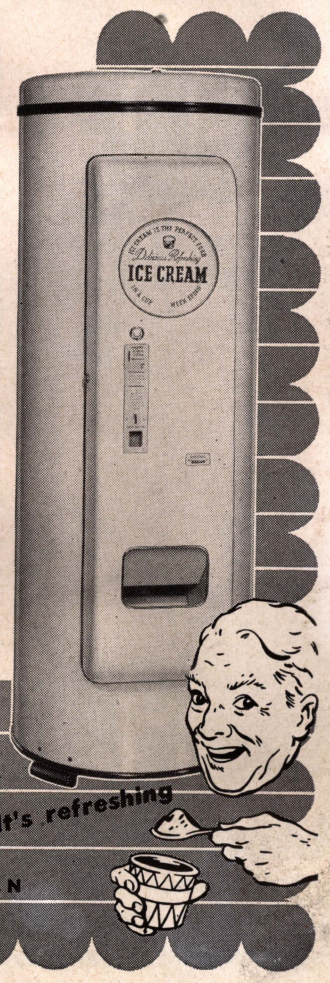
—TURN PAGE

NOW! GET READY FOR SPRINGTIME

ICE CREAM EATING TIME

Attention! Vending machine operators and ice cream dealers. Your big profit months are ahead. With a Revco you are sure of fast turnover . . . easy servicing!

TWO popular sizes! Single and Dual Dispensers. Get ready NOW! Write today for details.



Revco INC.

DEERFIELD • MICHIGAN

STORY (Reading time 41 seconds)

TITLE: "DOES IT PAY TO BE DIFFERENT?"

Down in South America before World War I there were two export firms, one English, one Dutch. They both sold knives, all of which in those days had black handles. The Englishman wanted to increase his volume so he instructed his factory to "paint the handles in bright colors." They did. The Dutch were almost driven from this South American market before they too started to paint their knife handles in bright colors. Incidentally they both wound up doing a whale of a lot more business.

The charm business is in much the same position as the knife business. People want bright colors. Our charms are really different and new — bright colored and eye-appealing. Besides being new and colorful, they are right sized — small enough to be vended, yet large enough to catch the customer's eye. Made from post-war molds with beautiful delineation.

These Charms, packed 100 to the Cellophane Bag, Work Like Magic in Boosting Sales

Send For Free Samples and Prices Today!

ADAMS-FAIRFAX CORPORATION

5721 W. Jefferson Blvd., Los Angeles 16, Calif.

no dogs and no cams, and no parts to wear out.

But he used up many an aspirin before his vendor left him headache-less. For he made no less than 300 separate models of just one part before he was satisfied with its operation. It only took him three months to develop the main idea, but it has taken seven years to perfect the complete vendor.

Now he is able to say with calm assurance that his vendor will dispense any small item with the same ease as pills, and it is mainly because he wants to produce a gum vendor simultaneously with the tablet vendor that he cannot state just when operators can have his machines.

When he does give the green light, he intends to not only sell the vendors, but his own brand of aspirin tablet as well.

As evidence of his thoroughness, he had tests made of 18 brands of tablets and selected this brand which will carry his name because it measured up to the highest specifications set by the pharmaceutical trade.

"And," he said, "in my opinion it will make more profit for the operator than anything since the Bell came out. Of course," he continued, "I may sound prejudiced." Then he proceeded to quote figures which astounded me.

Each Trent vendor will bear a copper plate marked to show that contents have met all requirements of the food and drug laws, thus eliminating the possibility of operators substituting inferior aspirin. For, by very reason of the inscription on the machine, an operator makes himself liable to false branding charges if he uses inferior goods.

It is understood a nationally advertised gum manufacturer is interested in the gum vendor, but Trent is not able to say now if he will handle the gum in the same manner as the aspirin.

But, come what may, Trent intends to manufacture the machines himself, and to that end has a bulldozer breaking ground on his property near Loveland.

He believes he will have the only factory located on a farm in this country. The site is ideal. He owns several hundred acres of farm land, and will build on a main highway, drawing on his neighbors for labor.

Just when production will begin is highly problematical. There are critical material shortages to be faced and many operational problems will arise when production starts.

However, when the pill-vendor does hit the market, the inventor believes there will be a Trent machine in every bank, hotel, candy store—any place where people trade or pass, so easy will it be to provide space for the apparatus, and so great and universal will be the demand for the product.

It is refreshing to find an American with Trent's enthusiasm and ingenuity and faith in not only the American scene, but in that old institution of our childhood days: the penny!

STILL DELIVERING
IMMEDIATELY

Ideal Aristocrat

For

OUTSIDE LOCATIONS
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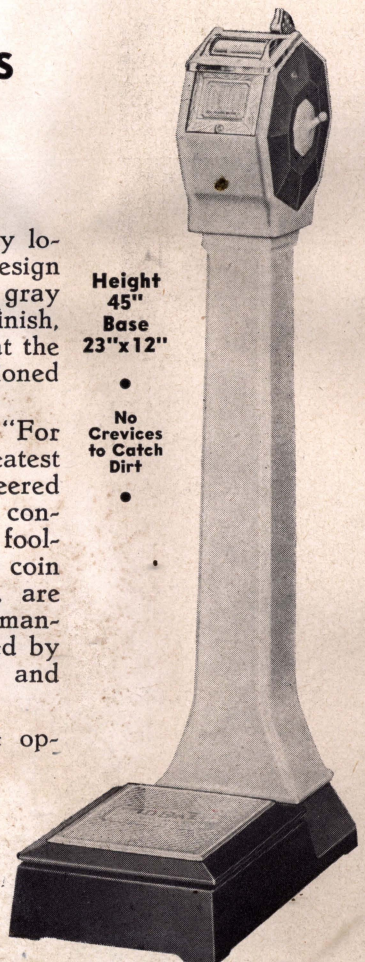

Height 45" Base 23"x12"

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No Crevices to Catch Dirt

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You can install an Ideal in any location, because of its unique design and small size. Built sturdy with gray iron and acid proof porcelain finish, it will last a lifetime, whether at the sea shore or in an air conditioned store.

To quote Abraham Lincoln, "For the greatest good of the greatest number," the Ideal was engineered to suit all types of operating conditions. Simple in construction, foolproof cash box, trouble-free coin chute, cheat-proof mechanism, are all features of the Ideal. Workmanship and materials are approved by the Department of Weights and Measures.

Ideals operated today will be operating in 1980.

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Established 25 years in Coin Weighing Scale Business

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Legal Complexity in Washer Installations

NEW YORK—Apartment house owners who have entered into "washing machine agreements" here are now confronted with a new legal complexity, according to findings of *Real Estate News*, monthly magazine of the Greater New York Taxpayers Association.

Under the Business Space Rent Control Law, the magazine reports, some courts have already held that the portion of an apartment house basement in which a metered coin-operated washing machine operator has installed equipment, "occupies business space," and as such is protected by law. Several cases have reached the courts involving such disputes between building owners and the operators of the metered laundry devices.

In one case, Justice Livingston in Kings County Supreme Court on January 3 granted a temporary injunction to the New York Coin Meter Co. which restrained Regency Park, Inc., owners of an apartment house in Kew Gardens, from interfering with the metering company's "tenancy of space."

In effect the jurist held that the agreement between landlord and the operator was a "lease" which resulted in a landlord and tenant relationship.

"Many owners thought they were merely granting washing machine operators a form of permission, or a revocable license, which they could terminate at expiration," *Real Estate News* declared. The magazine then suggested to apartment house owners that in future contracts with operators they obtain legal advice and that attorneys make sure that any such installations are properly described with the operator's status definitely defined as that of a "licensee," rather than as a "lessee."

Small Sized Almonds

LOS ANGELES—Years ago, when almonds became a palate favorite of the masses and venders began stocking their bulk machines with the delicacy, Bernie Shapiro of Adams-Fairfax Corp. made a discovery: the regular size almonds were impracticable for vending machines because they were dispensed in irregular portions, the nuts became broken and crushed, and the vendor became [illegible].

So he began packaging and marketing "Teeny" Almonds, a special size for vendors. The product soon received universal acceptance, until today Adams-Fairfax supply one million pounds annually to the vending trade.

Western Headquarters For Vendors

Columbus Vendors 1 and 5c Operation

AS LOW AS $9.95

TROUBLE FREE
VISE GRIP LOCKS
TOP AND BOTTOM
DEPENDABLE—EASY TO KEEP CLEAN
A MACHINE FOR EVERY PURPOSE

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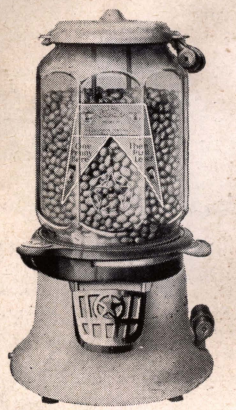
SINCE 1908 THE OPERATORS' CHOICE



BOSTON BAKED BEANS
DE LUXE QUALITY, 30c lb.
40 lb. containers
SPANISH SALTED, 25c lb.

HEADQUARTERS FOR CHARMS

HIGH GRADE BULK CHARMS	$4.00 M
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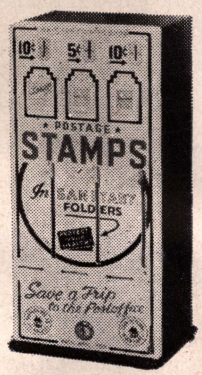
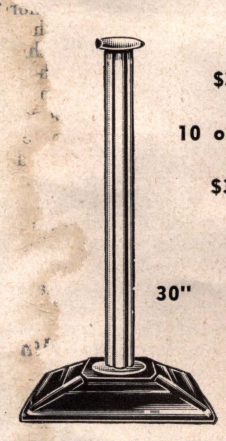


SHIPMAN TRIPLE STAMP BRAND
NEW VENDORS
VENDS 1c, 3c, 5c
SLUG PROOF
$39.50

STAMP FOLDERS
50c M

Flange
1" pipe
30"
15"



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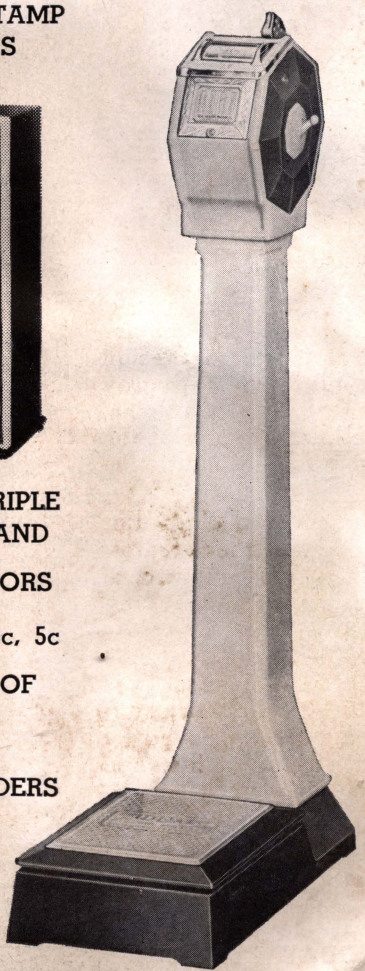

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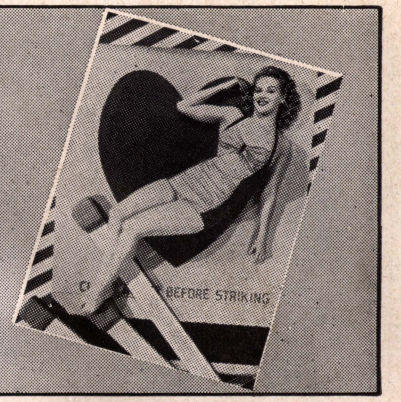


Cincy Op First to Use Mobile Tele.

CINCINNATI—The first local coin machine operator to use the new Mobile Radio Telephone service recently initiated here! That distinction belongs to Maurice Levitch's Stern Cigarette Vending Machine Co. whose service car is equipped with the new device.

Mobile service, as you probably know, consists of having a telephone on the dashboard of your automobile. You simply lift the receiver as you would in your own home or office, and you are in immediate contact with your local central telephone exchange. You ask for your number in the usual way and in the usual elapsed time are connected with that number. In like manner any phone subscriber may call your auto-phone if he knows your number. At present these numbers are not a matter of general knowledge or listed.

The Stern service men are in constant contact with the office day and night and Levitch is enthusiastic about the way it works.

As an illustration he related how, on the first day the device was put in use, his man had completed a service call and was proceeding to the office when, while still downtown, he received a call from the new Shillito garage. This is a public garage in the heart of the business district and a very important location with literally hundreds of persons passing the cig-vendor hourly.

To be in need of repairs or service for any length of time means a serious impairment of sales and a consequent high loss of revenue. Time is the essence, and in this case practically none was lost, for in three minutes after the service call was made, the Stern man walked into the garage. The location man had hardly had time to leave the room after phoning, and to say that he was astounded and delighted would be an understatement.

"That one call," Levitch said, "meant saving our man making a trip from downtown to our plant in Norwood and return, a total of approximately 15 miles. In addition there was a saving of about three hours of our man's time, not forgetting the convenience to the cigarette-buying public and the revenue derived that would otherwise never have been realized. Multiply this one incident many times in a month, and it can readily be seen the service pays rich dividends.

"The Mobile service costs less than a dollar a day in this area, but the money saving is a mere nothing compared with the retention of good will, both to the consumer and the location owner. The average American is very impatient about delays, you know, and we are glad to contribute this service to the end that Miss, Mister and Mistress America get cigarettes when they want them."

Since there are only about 50 Mobiles in use here, Levitch has reason to point with pride, as he is the first in the local industry, the other phones being allotted to public utilities, river boats, truckers, garages and doctors.

So satisfactory is the idea to Levitch that he predicts it won't be long before all industry service and supply cars are radio-phone equipped.

40-Cigarette Pack No Longer Rumor

NEW YORK—Rumors of a 40-cigarette pack, as reported in last month's REVIEW, reached fruition with an announcement by P. Lorillard Co. The makers of *Old Gold* have started shipping packs of 40's to distributors throughout the country.

The smokes are packed horizontally in a cardboard box in four tiers of ten cigarettes. Chief selling point is that the heavy smoker, who dislikes carrying two crumpled packs, will find the new one more convenient. Retail price will be the same as two 20's.

Several other major manufacturers have indicated they will follow Lorillard's lead in bringing out a similar package.

Cigarette operators, queried as to the feasibility of merchandising the new item through vending machines, stated that the package was too large for standard dispensers and would require a specially built machine to handle.

Lehigh Conducts School For PX Servicemen

EASTON, Penn. — Lehigh Foundries, Inc., recently played host to 35 *PX* servicemen from the Pennsylvania and New Jersey area who came to the plant at the manufacturer's expense to see production facilities and at the same time to study at first hand the new cigarette machine.

While factory training for servicemen is not unusual, Lehigh provided a novel twist by paying the men's expenses. A spokesman for the company stated that the experiment was very successful and will pay big dividends in goodwill and a better understanding of the operation and maintenance of *PX* vendors.

Record Year for Camels, Chesterfield

NEW YORK—The makers of *Camels* and *Chesterfield* set new all-time highs in volume during 1946. In reaching a sales total of $613,106,303, R. J. Reynolds Tobacco Co. sold more *Camels* than any time in its history.

Liggett & Myers Tobacco Co., the industry's third largest manufacturer, hit $465,500,000, which exceeded 1945 by 16 per cent and topped every past year in the number of *Chesterfields* sold.

Tobacco Expert Predicts Bright Cigarette Future

NEW YORK — The major cigarette makers are running day and night shifts in an effort to increase production to a point where it will meet demand. . . . Last year cigarette output showed a rise of 2 per cent over 1945. . . . The last increase in price enabled the manufacturers to retain their competitive position and show improvements in earnings. . . . Development of domestic cigarette paper has served to firmly entrench the industry in the United States.

These factors, coupled with constant improvements in packaging and merchandising, augur well for the future of the industry, in the opinion of Harry M. Wootten, leading tobacco authority.

"One of our oldest industries, the tobacco business is essentially a business of service to the consumer and improvements in packaging definitely reward those who make them," he said. "As a case in point, the Liggett & Myers Tobacco Co. was the first to innovate the glassine wrappers with volume on their *Chesterfield* brand. Competition forced American Tobacco to an early adoption of this improvement.

"The R. J. Reynolds Tobacco Co. subsequently went both of these manufacturers one better and introduced the cellophane-wrapped package for the first time on *Camels*. Other manufacturers followed *Camel's* lead and American Tobacco put out a further improvement—an opening tab on packages of *Lucky Strikes*. Finally American Tobacco and P. Lorillard added another innovation and put the red strip opener on their leading cigarette brands. Liggett & Myers followed suit.

"Thus refinements and improvements in packaging are constantly going on. That they are definitely appreciated by the public is readily apparent.

"The latest innovation in cigarette making is the so-called 'long' cigarette. The war drums were just beginning to beat in Europe when a small producer, The Riggio Tobacco Co., entered this field in 1938 with its *Regent* cigarette."

Wootten related how *Regents* achieved a volume of 750 million units in a period of two years, and how American Cigarette & Cigar Co., a subsidiary of American Tobacco Co., went into the field with *Pall Malls*. "This brand is now reputed to be the country's sixth largest seller and has developed into an important auxiliary source of earnings for the parent company," Wootten said.

Cig Tax Upped One Cent

DENVER—The City Council killed a proposed sales tax and levied an additional one-cent per pack on cigarettes instead. $350,000 annually is expected from the upped ante.

Now Delivering -

AMERICA'S FOREMOST CIGARETTE MERCHANDISER

The DuGrenier

Challenger

- Single coin insert
- Speedy coin drop
- Mechanism operates on nickels, dimes and (quarters—optional)
- Separate slug rejectors for nickel, dime and (quarters—optional)
- Simple compact lower coin mechanism, only one adjustment
- Entire unit and mechanism readily accessible
- Operating unit moves forward in cabinet in two positions
- Delivery mechanism operates on movable steel racks and stationary shaft mounted on ball bearings
- Ejector handles are formed steel sections
- Revolutionary type ejector eliminates all package load on delivery mechanism
- Positive empty column lockout device
- Centrally located match delivery unit
- Every regular and auxiliary column will accommodate King size packages

These, and many more, features are yours in the new DU GRENIER CHALLENGER. We invite you to visit our newly completed and redecorated showrooms and examine this new merchandiser.

JUST RECEIVED BY AIR FREIGHT FOR YOUR INSPECTION

Remember . . . your top locations deserve the best, and the DuGrenier CHALLENGER is tailor-made for your very best spots.

— PARTS —

Now available from our complete San Francisco stock, including

Conversion Units
Penny Inserters

All orders given prompt attention.

N·A·M·A NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION 1936 MEMBER

Messrs. Parina & Company

Exclusive Western Distributors for DuGrenier, Inc.

156 Ninth Street — San Francisco 3, Calif.

Cigarette Vendors Given Boost by Atlanta Paper

ATLANTA—Bannered by a headline and illustrated with a picture of a vendor on an industrial location, the *Atlanta Journal's* story on cigarette machines pointed up its advantages as a retail outlet.

"These popular machines established their worth during the war years when countless numbers of war industries had the machines placed in their plants for the convenience of men and women workers. There is no investment and not the slightest inconvenience. The handy cigarette vending machines increase efficiency by eliminating the need for employees to stop work and go out and buy a package.

"Offering the most modern type of machines, the company (operator) buys the license and maintains liability and property damage insurance," continued the account. "A large number of Atlanta restaurants, night clubs, and drive-ins maintain cigarette vending machines. This method has been found to be the most profitable in retailing of cigarettes. There is no shrinkage, and the returns are all clear profit (for location owners)."

Camels, Chesterfields Most Popular Brands in Philly

PHILADELPHIA—A consumer analysis conducted by the *Evening Bulletin* revealed that Camels were first choice among male cigarette smokers with a percentage of 33.2, which represents 113,798 families. Chesterfield finished second with 32.9 per cent. Trailing behind the two pace setters were Lucky Strike (18.1 per cent), Philip Morris (8.5), Old Gold (2.7), Pall Mall (2.6), and Raleigh (1.5).

Women showed preference for Chesterfield, with 40.6 per cent naming it their favorite brand. Camels occupied second spot (22.3 per cent). Then came Lucky Strike (14.4), Philip Morris (11.6), Pall Mall (4.7), Raleigh (3.6), Old Gold (2.3), and Kools (2.1).

Other results of the survey: 67.6 per cent of all male heads of households use cigarettes, while 47.4 per cent of women over 18 indulge.

N. Y. Cig Consumption Up

NEW YORK—In 1946 New Yorkers smoked 34,354,462,580 cigarettes, a per capita average of 122½ packs. This was an increase of 31 per cent over 1945's total sales. State tax collections likewise rose, showing an increase of almost eight million dollars over 1943, which was the previous record year.

Record in Reverse

NEW YORK—This is one flight record the airline companies aren't advertising: 29 hours from Louisiana to New York City. Bert Donnes of Thoman Cigarette and Tobacco Co. was a passenger on this longevity run. P. S.—The plane was grounded before it reached its destination.

$10,000 Monthly Tax Receipts

ST. JOSEPH, Mo.—This city is averaging more than $10,000 per month in cigarette tax receipts, according to Earl L. Henze, city comptroller. Levy is two cents per pack.

Municipal Tax Added

WINONA, Minn.—To help pay a bonded debt, the city council levied a two-cent cigarette tax. $50,000 in revenue is expected from the measure.

Cig Vender Debuts

NEW YORK—The Bronx gained a newcomer to its vending lot with the formation of Liberty Vending Machines, Inc. Operator is M. Moses.

Rowe Was NOT First Cig Vender, Coinman Contends

DETROIT—In January's REVIEW appeared a story on the history of cigarette vending, wherein the historian stated that the first machine was invented and placed on location by H. W. Skelton and Bill Rowe.

"That's a lie!" roared A. A. Weidman, prominent local vender, upon reading the account, "and I can prove it!"

Whereupon Weidman wound up his good right arm and started tossing fast balls all over the place. "The first cigarette machine was placed on location one full year—I repeat, one full year—before the Rowe machine. I know. I operated that machine. A man named Peterson in Los Angeles invented it in October 1925. He made arrangements with the Mechanical Sales Co., owned by the Thompson Restaurant Co., who took over the manufacturing rights. The first 1,000 were built on the Coast and they were all shipped to Detroit. Later the plant was moved to Chicago. I was working for Mechanical Sales at the time. It was our plan not to sell to operators but to carry on our own operations all over the United States.

"We had 3,800 machines in four states, consisting of 41 operations, when the bubble burst. We not only found that our method of placement was unwise, but by 1929—because we had failed to pay heed to competition—we found ourselves with an obsolete model. It was a six-column circular machine: the customer took hold of a turret and brought it in front of the brand he wanted.

"By this time, Rowe, National and Stewart & McGuire had nailed down the principal patents and we couldn't build a worthwhile machine without infringing on them. So that was the end of *Smoketeria*."

And that, Weidman added, should be the end of the myth that Rowe was the first cigarette machine on the market.

Paint Shop Plays Big Part In Cig Vending Service

NEW YORK—One of the principal credos observed by Fort Orange Vending Co. is: never allow a machine to deteriorate. "Machines are seldom left on location for more than three months before they are brought into the shop, painted, and entirely reconditioned," says John C. Burns, president of the firm. This vending company has one of the most modern paint shops and special dust-proof drying rooms in the country.

Burns also stated that many machines are painted in special colors to blend with interior decorations of the location. In their efforts to provide incomparable service, Fort Orange Vending has a staff of expert repair men on the job 24 hours a day through special telephonic contacts.

In eight years the company has built up a route of more than 800 vendors, extending from Hudson, N. Y., as far North as Waterford and West to Scotia.

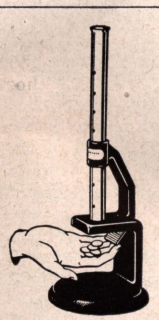
New York Venders Losing Sales to Taxless Jersey

NEW YORK—Cigarette retailers and venders alike are feeling the inequality of the tax situation. Because New Jersey has no state tax—and New York has—mail order houses in Jersey are shipping a large number of cartons across the Hudson for sale at a lower price. Some mail order establishments offer to absorb all transportation costs in sales of more than three cartons. The mushroom cig-by-mail firms are even advertising their wares in New York papers.

Rumors of a tax in New Jersey to equalize prices have gained wider circulation during the past month.

Even "thin coins" can't slow up this

Streamlined
COIN CHANGER



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Can't miss, can't fail. It's the only patented dispenser which satisfactorily handles "thin coins." Pays for itself in time saved!

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- Sturdy — All Metal!
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- Holds a Full 200 Nickles!
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- Wall or Counter Mount!
- Plated Solid Brass Tube!

JOBBER'S LIST PRICE
9.85

Distributors wanted. Individual penny, dime and quarter models available. Write for discount deal!

McPHERSON MFG. CO.
501 E. 34th STREET TACOMA 4, WASH.

20% Increase in Sugar Quota Looms Bright

WASHINGTON—On the basis of recent events, it appears likely that sugar quotas for industrial users for the second quarter of this year will be 80 per cent, which is 20 per cent more than for the first quarter.

Two significant developments point to the higher allotment: An estimated 1,500,000 ton increase in 1946 Cuban sugar and a recommendation by the new food investigation subcommittee of the House Committee on Agriculture. The recommendation, as voiced by Subcommittee Chairman August H. Andresen, is that foreign countries be allowed the same quantity as last year, which would mean that the 1,500,000 Cuban increase would be channeled to sugar-using groups in the U. S.

Adding further fuel to the hoped-for 80 per cent, James Marshall, head of the Department of Agriculture's sugar branch declared that the department was contemplating raising industrial allotments to that figure.

Venders Must Have More Bars or Cut Commissions

PORTLAND, Ore.—The only way the candy vender can continue in business is to receive larger quotas from the manufacturer, and thus make his profit on the basis of volume, or to shave location commissions.

This is the opinion of D. A. Estey, candy and gum operator, who says that while the chewing gum manufacturers are holding the price line, thereby enabling the vender to sell packages for a nickel and make a reasonable profit, the candy man is not so fortunate. "I have explained to my locations why I must reduce their commission," Estey told The Review, "and most of them have cooperated wholeheartedly."

Asked about customer response to the ten-cent bar, Estey replied: "Up here in the Pacific Northwest ten-cent bars are moving very slowly. As for the off-brands which sold well during the war, you can't give them away now. People want standard brands or they won't buy."

Candy Co. Adopts Five War Orphans

HOBOKEN, N. J.—The Sweets Co. of America has adopted five war orphans (three boys and two girls) whose parents failed to survive the ravages of war. The firm will contribute monthly to their financial support and is also sending packages of food and clothing overseas to them.

Adoption of [illegible]en children is arranged through the Fo[illegible] arents Plan for War Children. When an application is filed, the foster parent receives a photograph and short history of the child. There is no limit to the number which can be adopted.

Sugar Continues to be Main Bottleneck in Candy, Gum Supply

CHICAGO—When can we expect more candy and gum?

That was the question uppermost in the minds of confectionery operators during the vender's forum held February 5 at the Sherman Hotel.

The men who supplied the answers were: F. A. Thibeau of Sperry Candy Co.; B. E. Heath, L. L. Heath & Sons, Inc.; and E. J. Charvat, American Chicle Co.

Regardless of which way the subject was approached, one fact stood paramount: appreciable increases of candy and gum will not be possible until there is more sugar.

Thibeau declared that sugar was not the only dark spot on the candy horizon. "Besides being very scarce, cardboard containers have risen $3.00 per thousand. Coatings, too, are short; their price has gone up 100 per cent."

An operator suggested that in view of the paper shortage, manufacturers pack candy in 100- to 200-box containers. Thibeau said his firm is now shipping in 120-box packages. He also revealed that Sperry is routing its entire output of five-cent *Chicken Dinner* bars exclusively to the vending trade.

Sugar brokers are expecting a 10 to 20 per cent hike in sugar quotas for the second quarter, Thibeau stated. This, in spite of the fact that Cuba and the Philippines, instead of disposing of their entire production to the United States as they have in the past, are selling to other countries as well.

He voiced the hope that sugar would not be decontrolled. "If it is, the liquor interests and other non-confectionery users who can afford to pay higher prices will get a corner on the market and we will not receive as much."

The one bright spot in the candy situation, Thibeau pointed out, is corn syrup. "It has been reduced in price and the supply is ample."

Turning to the dime bar, Thibeau noted that its acceptance by the public has been slow. "Some manufacturers are changing their five-cent labels to ten and are trying to market the same size bar. Until this type of merchandising is weeded out, the ten-

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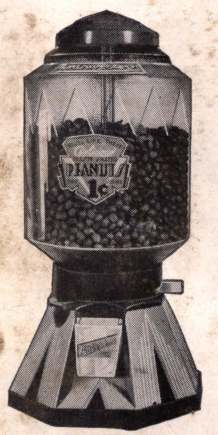

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FREE! "Happiness" Jumbo Size Key Ring. 50c value, holds 125 keys, 4¼" diameter. Just clip this ad to your letterhead and mail to us.

BLUE DIAMOND ALMONDS (Nationally advertised brand), 80c lb., F.O.B. San Francisco, 25-lb. cases

cent field won't be a fast-moving one."

As for the cocoa market, it was brought out that plans are now under way to break the English cartel and thereby reduce the price.

"Give us more sugar and we will give you more candy," said B. E. Heath. "This year we are shipping venders 100 per cent of what they received in 1941, but it will be some time before the vender will be able to get all that he needs. The worst is behind us. The future holds prospects for more volume."

A vender posed this question: If sugar allotments are increased 20 per cent during the second quarter, does that mean operators will receive 20 per cent more candy?

The answer was that if other vital ingredients were not available in the same proportion as sugar, the full 20 per cent could not be attained.

Sugar again raised its ubiquitous head in the gum discussion. "It should not be decontrolled," E. J. Charvat reaffirmed. "Rationing has helped keep us in business by giving us moderate quantities; otherwise we would have received even less."

The black market in bubble gum and candy was lengthily discussed. In New York City, it was revealed, bubble gum is selling for $10 a box and in some instances is being hawked at 50 cents and a dollar a stick.

An operator was puzzled as to how the black marketeers were able to garner such large stocks of gum. "I was offered a ton of chewing gum at 79 cents a pound," he said.

It was generally agreed that the black market in candy was the most extensive in history.

J. W. Coan, president of Coan Mfg. Co., spearheaded the commission-to-locations talk. "The only way the operator can continue to sell bars at a nickel and still maintain a profit is to cut commissions," he said. "An operator in Kansas City has ceased paying any commissions whatsoever. The Canteen Co. of America has reduced theirs to 5 per cent or less."

An operator of 500 vendors told the group that six months ago he cut all commissions to 5 per cent. "Only two locations protested and asked the machines to be removed," he said. "Two days later one of them requested the machine be put back."

The problem of chain store competition was brought up. While this source continues to cut into vending, the shortage of quality candy is enabling the vender to narrow the gap. "When there was plenty of candy," a bar man stated, "the wife bought them from the chain store at three for a dime and put them in her husband's lunch box. Today he buys from the vending machine and the wife is glad he does because it saves her time and effort in trying to locate them."

NUTS and CANDY
We supply PISTACHIOS, PEANUTS, BOSTON BEANS, ROASTED ALMONDS, CASHEW NUGGETS, FANCY MIX NUTS, SUNFLOWER SEEDS.

BOSTON BEANS . . . .38 a pound
JUMBO SALTED VIRGINIA PEANUTS .28
RED SKIN SPANISH . . .20 a pound
25% Deposit—Balance C. O. D.
JUMBO QUEEN RED PISTACHIOS . . . . .65 a pound

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New Candy Ingredients Sought by Researchers

NEW ORLEANS—Although the candy industry uses 77 different agricultural products, additional wholesome ingredients are constantly being sought to add nutritious qualities while retaining the taste appeal.

Experimenters at the Department of Agriculture's Southern Regional Research Laboratory have recently found new ingredients rich in natural plant constituents—protein, fat, carbohydrate, minerals and vitamins —such as soybean products, pulverized wheat hearts, peanut flour, cottonseed flour, fruit concentrates, sunflower seed meal, yeast and pectin.

By using soybeans, a chocolate cream of higher protein content has been discovered. Powdered whole milk has increased the nutritive value of chocolate candy. The use of low-methoxyl pectin reduces the sugar content by half.

Sugar Price A nces

WASHINGTON — efiners announced their fifth price boost in a year as the result of OPA's authorized increase of 18.5 cents per 100 pounds of raw cane sugar. OPA declared the increase was necessary because of provisions of the Cuban agreement which correlates prices paid the Cuban government with retail food prices in the United States.

"Crunch" Gets Discharge

NEW YORK—Nestle's Crunch Milk Chocolate bar is a belated but welcome dischargee from the war. The chocolate bar with the crisped rice content is now making its reappearance in pre-war habiliment: a transparent glassine wrapper, printed red and blue, over aluminum foil.

CANDIED *Comments*

Now that the heated discussion on five- and ten-cent candy bar-ing has been thoroughly aired, let us turn to another subject which has occupied top billing in the Argumentive League for years and on which new light—both pro and con—has just been shed.

Is candy a threat to dental health? The Council on Candy of the National Confectioners' Association has been conducting a national educational campaign, pointing out documentively, authoritatively and pertinently that candy, eaten in moderation, is not a detriment to sound teeth.

Comes now a barb shafted by Dr. Lon W. Morrey, an official of the American Dental Association, who asserts that if sugar rations are increased—with proportionate increased consumption of candy, soft drinks, etc.—a "definite threat to the maintenance of sound dental health" will [illegible].

Countering Dr. Morrey's statement is one by Dr. Joseph F. Volker, professor of clinical dentistry at Tufts Medical College, who traces poor teeth in youngsters to mothers—not to candy. Says he: "If the mother and father are caries (tooth decay) susceptible, the offspring is likewise. If they are immune, the children are immune. However, in those instances where the father is susceptible and the mother is immune, the children are immune. Conversely, when the father is immune and the mother susceptible, the children are susceptible."

Taking the controversy out of the laboratory and routing it into the pathways of life, we note with interest an incident recently occurring in Bloomfield, N. J., whereby a physician's prescription of candy helped a 14-month-old baby girl walk and regain its health. At first, doctors believed she had a serious communicable disease. Further examination, however, brought forth the diagnosis of idopathic hypoglycemia (sugar deficiency in the blood). Plenty of candy on orders of the medico returned the child to perfect health.

The proof of the pudding is in the sales volume. In November 1946 the candy industry reached a new high in gross, $63,188,000. Maybe the consuming public knows what's best for them—even if certain members of the medical profession do not.

* * *

The concerted drive by the nation's principal sugar users for decreased shipments to foreign countries and increased domestic allotments was flared high with inflammable fuel by a happening in Pittsburgh. One of the candy manufacturers there, who had lost thousands of dollars in sales because of short sugar quotas, received a letter from Copenhagen, Denmark. The Danish firm offered to sell him confections made in Denmark from American sugar. This is remindful of pre-war days when the U. S. shipped scrap metal to Japan, only to have their cargo boomerang in the form of deadly missiles. Whether you say it with sweets or with bullets, there is nothing fair about sugar quotas or war.

Chew Chew Ch' Gooie—Servicemen, those lucky folks who received gum unlimited, are one of the reasons for the current heavy demand for the product. During the war, per capita consumption was 630 sticks yearly—which was more than six times the civilian pre-battle chewage of 104 pieces per capita. . . . Plans for the South's first chewing gum factory are well under way. Manufacturer is Thomas-Wiener Co. of Memphis. A new building has been purchased and $100,000 worth of equipment installed. Production has commenced on *Super Bubble Gum*. . . . Bubble gum is a profit item for venders, a source of delight to youngsters—but a troublesome headache to manufacturers who can't catch up with demand. The Shelby Gum Co. of Ohio are faced with a problem: In every morning's mail countless letters are received from young people, enclosing coins and even dollar bills for the purchase of this popular but scarce commodity. All coins are returned with brief notes. One letter, with a two-penny enclosure, was received from a New York school girl who said she purchased her last piece of bubble gum second-hand from a friend. Shelby manufactures *E-Z Blo Gum*, *Blow Gum*, and *Blo Bubble Gum*.

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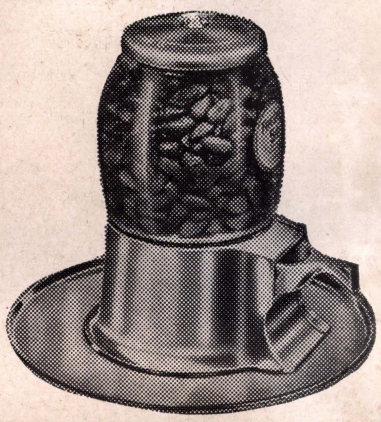

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Meet Don McLaughlin, handsome star of "David Harding, COUNTERSPY"... the sensational radio program presented every Sunday afternoon at 5:30 p. m. EST, over 200 stations of the ABC network, by Schutter Candy Company. A favorite of millions, this entertaining program sells Schutter's two famous candy bars: OLD NICK and BIT-O-HONEY. Listen to "David Harding, COUNTERSPY" next Sunday afternoon and you will understand why every week sees new thousands asking for these favorites: OLD NICK and BIT-O-HONEY candy bars.

Kansas City

News was more scarce than it has been for months and months. Ideas from the show had not jelled in the minds of K. C.-ites who attended and the thought we got was the boys have not had time to digest what they learned in Chicago and so have not yet been able to apply better merchandising to their businesses. A number were out, sick or disgruntled. It may be "Dealers' heaven in '47" but our crowd doesn't think so. After years of waiting for national affairs to straighten out so that business would be normal, dealers find that there is still that all-important problem of adjustment to the new conditions. Most of them will worry through it and already there is noted a strong tendency to take on new lines to overcome diminishing profits. This means more investment, added service, more selling and chance-taking. A number of distributors have added merchandise boards to their line and many more are seriously considering the new food vending machines.

Harry J. Brown, and Archie Kepford, route man, Brown Music Co., enjoyed the show. Mildred Wade reported that the firm's new appliance department will be open March 1. Visitors: M. D. Quinlan, Quinlan Music Co., Seneca; B. H. Stark, Stark Music Co., Cameron; Bill Buton, Buton Novelty Co., Independence; and E. J. Maloney and Don Roberts, Cedar Rapids Music Co. The last two drove through a bad storm to see the improved, remodeled Brown Music store. As a result, Maloney and Roberts are going into the phono record business and already have a tie-in with route men.

At the 22nd annual convention of the Missouri Ice Manufacturers Assn. it was announced that the use of vending machines will add to the sales volume of ice. The machines which deliver completely wrapped ice cakes by insertion of a coin are already in use in some cities.

Rudy Greenbaum, Aireon Manufacturing Corp., said that Aireon has been notified that the Reconstruction Finance Corp. has approved a five-year loan of $2,000,000, with 25 per cent bank participation. Of the loan, $1,800,000 will be a revolving credit. The company announced the agreement of eight banks on a method for participation and the RFC board approved the method by its action.

Frank Fasone, Acme Vending Machine Co., has taken on the Shotwell line of candy. Anticipating a larger volume of business in the future, he is looking for larger warehouse quarters.

Warren Doud, Telecoin Corp., will open up a new 25-machine Launderette on Westport Road.

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Thoroughbreds *Victory Specials*
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A. H. Myers, Irwin Weiler, and Jerry Adams of Consolidated Distributing Co. attended the show, had a great time and got lots of ideas. "We took on several new lines to be announced later, visited the Rock-Ola factory with a large group of our local operators and received a wonderful welcome at Rock-Ola's open house."

Victor Roose, Automatic Coin Machine Co., enjoyed talking to many of his customers at the show and all were impressed with the Packard phono line. "Our visit was very refreshing. We received a much better picture of the entire Industry, renewed our faith and optimism. We plan to do more promotion now with an increased number of lines. We came back from the show with the knowledge of increased possibilities of merchandising in the vending machine field. We know now there is only one way to answer the problem of diminishing profits caused by higher production and servicing costs—work much harder and take on auxiliary lines for increased revenue. Griping won't solve the situation. We're going to work harder, longer and more efficiently and quit grieving about the easy money we used to make." The firm has added E. H. Hamilton, who formerly headed Packard's Tulsa office, and W. C. Comer, who has a background of wide experience in the fields of radio and electronics, to the staff. Hamilton will work Kansas and Western Missouri and Comer will act as local sales and service man.

Dave Fleider of Advance Music Co. said the new Aireon wall box created a very good impression. Advance has added a line of merchandise boards and was glad that Joe Holloway, Wilco Amusement Co., of La Crosse found time to pay them a visit.

"It was a good show. We plan now on buying still more pin games," stated Frank Murray, Music Service Co.

Harry Silverburg, W-B Music Co., announced that his firm had been appointed Kansas and Missouri distributor for International Mutoscope. At the show Silverburg was impressed with the new RCA hotel type coin radio and plans to exhibit this line when it is available.

L. P. Donohue, Confection Service Co., Inc., did all right at the show—he sold a bunch of *U-Select-It* machines to the operators in his territory who attended.

Robert McBee is as busy as a bee renovating his cigarette machines while his boss, J. W. Johns, is out of town.

Carl Hoelzel and wife, United Amusement Co., and Mark Bloom, United Distributors, Wichita, attended the show. We expect to see new lines showing up on his exhibit floor shortly. Hoelzel's mother passed away recently. Miss Mildred Nelson also reported that Roger Bell, service manager, attended the Mills phonograph show at the Continental Hotel, Chicago.

L. C. Faherty and Roy I. Jackman have incorporated under the name of Modern Vending Co. Faherty was formerly employed by our local Coca-Cola factory and Jackman was previously a major in the Air Force. They will specialize in vending almonds.

C. A. Burdsal, Automatic Hostess Co., would have liked the show better if prices had been to his satisfaction. Generally, he believes that the public will not pay more than a nickel to hear a phono selection.

Dev Thatcher

Columbus

The theme song around this area during the forepart of February was "Canada, Take It Away!" Along with other parts of the nation, we went through one of the ruggedest cold spells in several moons. Of course, there weren't many opportunities for the sporting gentry to spoon and croon under the open skies at night; neither were there many willing to venture past their own front doors. So biz took a sharp drop. The weather afforded one compensatory feature: it gave local operators and distributors an opportunity to run up to Chicago for the big show.

Among local coinmen who attended were Howard Combine and Elza Nye of Combine-Richards; Bob Cohen, the Penny Arcade; Mike Cohen and Lester Fleck, Myco Automatic Sales; Jack Shaucet, Times Tonomatic; R. H. Warner, American Vending Co.; Woolf Solomon, of Central Ohio Coin Machine Exchange; Estel and Ed Shaffer, Shaffer Music Co.; and Mike Charie, Capital Pla-Mor.

Howard Combine started to Chicago in his plane, alog with some friends, but the weather got little too rough along the way so they were grounded at Fort Wayne. The

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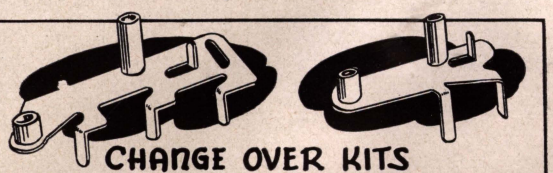

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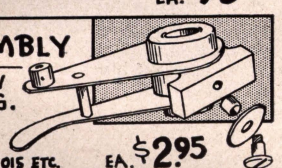

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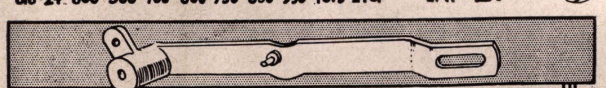

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party took a train from there and then picked up the plane on the way back from the show. Elza Nye, serviceman for Combine-Richards, managed to steal away from work for a couple of days and made the 600-mile round trip by rail in between collections on the firm's routes. The Cohens and Fleck returned mid-week, while Estel and Ed Shaffer and Woolf Solomon decided to remain in the Windy City until the closing of the show.

Stopped in at Homann Music office to pass the time of day with my friend Cavanaugh. Told me that he, too, nearly locked a cat up in a music box recently. The story of the same thing happening in the West has been circulating here.

About 75 operators turned out for each of the three schools that Shaffer Music Co. has been holding here, at Wheeling, and Charleston. Each session of the course in servicing Seeburg equipment lasted two and a half hours, with lunch served immediately after the session. Among those attending the first session of the Columbus office school were Henry Fisher and Foster Newlin, Newlin Phonograph Co., Columbus; M. L. Shanert, Times Tonomatic Corp., Columbus; J. T. Simms, R. & G. Music, Chillicothe; Wally Chapin, Chapin Novelty Co., Columbus; B. F. Reinmund, Ohio Recreations, Columbus; Charles A. Bartlett, Bartlett Music Machine Co., Christiansburg; Robert Ehmann, Superior Coin, Columbus; Roger Nusbaum, R. & S. Music, Chillicothe; and Robert Rinker, Rinker Music Co., Johnstown.

Bartlett had a long way to come—but he has found that direct train connections from Christiansburg made it easier to attend the Columbus school than either the Wheeling or Charleston schools, even though those cities are closer.

Notes From the Little Black Book: Lou Green, operator at Uhrichsville, is toasting the recent arrival of a new baby daughter . . . Harold Hott of the Circleville Music Co., is the proud possessor of a new Chevrolet panel truck . . . Through the efforts of Alex Mitchell and Mitchell Oliver, Mammoth Amusement Co., Montgomery, is sponsoring a popular radio program plugging Scientific Sound Distribution . . . Mitchell Oliver, by the way, is the father of a new baby girl . . . Among the new home builders of recent date is C. W. Surrett of Bolt . . . Luckily escaping personal injury when he wrecked his car is Warren Durthaler, Wheeling service man . . . Phil Greenburg, Seeburg distributor in the Pittsburgh area, recently walked down the aisle with his bride-to-be . . . Sporting a new Pontiac Eight is Budd Dicarlo of Wheeling . . . Another new home constructor is W. B. Sizemore of Bradeley's Music Service, Beckley . . . Celebrating the recent arrival of the stork are the Gibsons of Gibson Music Service, Crab Orchard . . . Another benedict in this area is Gaver

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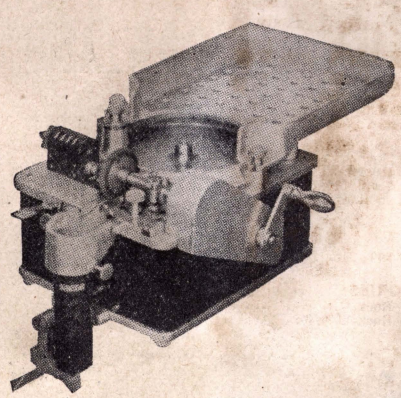

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Powers of Powers Electric Co., Beckley . . . Lemley of Mid-Ohio Amusement Co., Mansfield, joined his partner Huff recently for a few weeks under the Florida sun . . . Happy to report that Max Caplan, operator in Morgantown, who recently underwent a throat operation, is okeh now . . . The wife of Jackie Field, Pittsburgh coin machine distributor, gave birth to a baby daughter . . . Owners of a new truck are Dobkin Bros. of Wheeling . . . Unfortunate victim of a back injury was Shelton Price of Huntington who was laid up in St. Mary's Hospital for a week; his two sons did a good job of handling his route . . . Bill Zelko of Sher Vending Co., Columbus, has returned from Florida . . . Taking the sun in stride in the same state was Emil Windmiller, Columbus operator . . . Paul Johnson, Shaffer Music Co. truck driver, recently passed out the cigars upon the occasion of a new daughter . . . Del Fadely's daughter marched down the aisle recently.

W. C. Arthurs

Mexican Export Service

MEXICO CITY—Of special interest to coinmen engaged in the export business is an announcement by Mexican Industrial Service, S. de R. L., which currently is offering to provide surveys for any Mexican industry or business in which American business men may be interested. Described as the first and only complete business information service in Mexico, the service includes reports on any question relative to Mexican industry, production, laws, tariff protection, and related affairs.

Opportunities to make good profits in Mexico, and at the same time help the industrialization program of Mexico, are said to be excellent. The new Mexican administration is friendly toward U. S. business and promises full security to foreign investors.

Rates and complete details for the service can be obtained by writing to Mexican Industrial Service, S. de R. L., Articulo 123-122, Mexico, D. F.

Denver

The Denver area was well represented at the CMI show in Chicago, with practically all coinmen in attendance, but reports on weather conditions in that city were far from complimentary. The weather man put on a big show also and exhibited a variety of effects, ranging from sleet and ice to snow and more ice, with the thermometer registering five below zero. After shivering and skidding to destinations, visitors were recompensed by the good cheer and cordial reception extended them.

Jack Arnold of Ajax Music Co. was among the first to return to "Sunny Colorado," as he expressed it, arriving by plane last Thursday. During his absence Mrs. Arnold had complete charge of Ajax, and he says she did a splendid job.

Arnold and C. D. Kemp, regional manager for Packard, were among a group which took the *City of Denver* to Chicago and had a pleasant time discussing future operations in the Rocky Mountain area. Arnold said that Packard went all out to entertain its many customers and friends. A banquet for distributors and managers was held at the Bismarck Hotel, where Arnold reports a very enjoyable evening as guests of Homer E. Capehart.

A beautiful and practical musical bar has been designed by Packard, which will have a regular 24-record Packard hideaway. It will be on display at the Ajax Music Co. showroom in Denver shortly. Arnold said that Packard floor models are coming through in increasing numbers although he is not able to deliver all Packard equipment in quantity.

One of the most recent members of the vast family of Packard operators, Forest Asa of Torrington, reports that after installing a hideaway and wall boxes in one of his locations where there was formerly a single floor model, the location increased from $50 a week to $120 a week. Arnold says that Asa is now convinced that Capehart's idea of wall boxes and more points of sale is the answer to the operator's prayer, rather than ten-cent music.

Wolf-ings—Upon his return from Mexico City, Wolf Reiwitz took a hurry-up trip to San Francisco because of the illness of his daughter and son-in-law. Their condition improved to such an extent that he was able to return to Denver in sufficient time to accompany A. A. and A. C. Roberts to Chicago for the show. They expressed pleasure in meeting many old friends and renewing old acquaintances, but were disappointed in not seeing any new innovations . . . Among recent visitors at Wolf Sales Co. was Harris Porter, newly appointed assistant general sales manager of the Rudolph Wurlitzer Co. Porter was on an extended tour of Wurlitzer distributors.

L. J. Reynolds of Pueblo Music Co. recently purchased the interests of Tom Hovenic and the Southern Colorado Music Co. at Pueblo and is consolidating these two routes with his own.

James E. Gaddis of Gaddis Distributing Co. reports a most enjoyable visit with old friends and associates while attending the show, some of whom he had not seen since 1941. Among them were W. E. Bosche of Southwest Vending Co., Raton; Lou Bellotti, Walsenburg Music Co., Walsenburg; Van Sunderlin, Van's Candy & Tobacco Co., Gunnison; and Dick Reeves, Rocky Mountain Coin Machines, Pueblo. Gaddis is now planning a trip through New Mexico and Southern Colorado; he will be gone ten days.

Duke Kennedy, formerly with Ajax Music Co., is now associated with Gaddis Distributing Co., in charge of the office. His wife, Virginia, recently arrived from Chicago and they have joined the ranks of apartment hunters, thus far with little success.

Ed Sully, also formerly with Ajax, who now owns the Sully Specialty Co., with headquarters at Gaddis Distributing, recently met with a very serious accident near Douglas. His car skidded on a patch of ice while rounding a curve, then hit a dry spot on the highway, turned over several times, with the result that Sully received five fractures of the spine and a broken rib. The car

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- SLUG REJECTOR
- COIN RETURN
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- PLAYS ONE HOUR FOR 25 CENTS
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was completely wrecked. He has been in a cast, but is now able to get about a little, and is hopefully awaiting replacement of his present cast for a less restrictive one.

Gibson Bradshaw of Denver Distributing Co., one of a group of five who traveled to Chicago, said that three of the group attended the Mills school the previous week and stopped over at the Continental Hotel. It was the premiere showing of the new Mills *Constellation* phonograph and Bradshaw thinks it will live up to its name. He expects to receive samples any day.

Mr. and Mrs. R. F. Jones and daughter, Sue Ann, of the Seeburg office in Salt Lake City, stopped over in Denver on their return from the show.

Mrs. W. H. Erskine and two children accompanied Erskine as far as Centralia, Ill., stopping over to visit Mrs. Erskine's parents. The family joined Erskine on his return from Chicago.

The opinion has been expressed by several of Modern's customers that the new *Tone-a-Lier* ceiling speaker is a very good "location getter." Once a location sees the speaker it invariably wants it installed. The group returned before the show was over, voicing complaints about the cold weather in the Windy City.

The Blackwell Distributing Co., Aireon distributors, reports it is expecting to have a new model in soon. The new *Fiesta* will be out shortly.

Nilla King said that while machines are coming in all the time there still is not enough to supply demand.

The Blackwell Co. was represented at the show by Frank Negri, general sales manager, and Herman King, Aireon regional service instructor. Wayne Coons of the Empire Music Co., Aireon operator, was also in the group.

L. B. Anderson of Star Vending Co., after attending the show, extended his trip to Detroit, Newark, and Philadelphia, returning home by way of Kansas City and St. Louis.

H. E. Walker reports that he and Mrs. Walker enjoyed themselves in Chicago, especially the banquet and entertainment at the Stevens Hotel.

While the phonograph tax for Denver has been $5, it was proposed to raise it to $25 because of the need for additional revenue. However, there has been a compromise of $12.50 per annum which has been approved by the city council. The Denver operators still regard the increase as excessive and feel they are being unduly taxed, yet were unable to get it reduced below this figure.

Frances Conrey

BEST COUNTER SKILL GAME OF THEM ALL!!

Marvel's POP-UP $49.50

NEW PIN GAMES

United Rio	$309.50
Bally Double Barrel	Write
Williams Show Girl	289.50
Exhibit Vanities	299.00
Chicago Coin Kilroy	279.50

NEW SPECIAL!

DAVAL FREE PLAY

Frt. or Cig. Reels.....$65.00

NEW CONSOLES

Bally Deluxe 5c Draw Bell	$512.50
Bally Draw Bell, 5c	477.50
Bally Draw Bell, 25c	497.50
Bally Triple Bell	895.00
Evans Bangtails, J. P.	671.50
Evans Winterbook	826.00
Ev. Bangtails, Comb. FP & PO	824.50

NEW SLOTS

Jennings Standard Chief "A"
5c $269.00; 10c $279.00; 25c $289.00

Jennings Lite Up Chief
5c $324.00; 10c $334.00; 25c $344.00

Groet. Columbia J. P.	$145.00
Del. Club Columbia	$209.50

Watling Rolatop
5c $175; 10c $200; 25c $225

Vest Pocket Bell.....$74.50

NEW NUT VENDORS

Silver King 1c or 5c	$13.95
Victor Globe Type	11.75
Victor Cabinet Type 1c	13.75
Victor Cabinet Type 5c	14.75

NEW ARCADE MACHINES

Chi Coin Basketball Champ	$499.50
Pinch Hitter	419.50
ABT Challenger	65.00
Gott. Grip Scale	39.50
Grip Vue	49.95
Metal Typer 10c	462.50
Mexican Baseball	59.50
Daval Best Hand	59.50

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OUR SPECIAL—10 DAYS ONLY
Pace DeLuxe 50c Chrome Slots—1 Cherry or 2 Cherry Pay
Used One Week—New Machine Guarantee—$395.00 While They Last

We Have the Only New, Factory Built $1.00 Slot
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MILLS USED SLOTS

5c Mills Black Handloads	$100.00
10c Mills Black Handloads	105.00
25c Mills Black Handloads	110.00
5c Mills Brown Fronts	100.00
10c Mills Brown Fronts	115.00
25c Mills Brown Fronts	125.00
5c Mills Blue Fronts	95.00
10c Mills Blue Fronts	100.00
25c Mills Blue Fronts	105.00
5c Mills Cherry Bells	100.00
10c Mills Cherry Bells	115.00
25c Mills Cherry Bells	125.00
5c Mills War Eagles	75.00
10c Mills War Eagles	80.00
25c Mills War Eagles	85.00
5c Mills Original Gold Chromes	135.00
10c Mills Original Gold Chromes	140.00
25c Mills Original Gold Chromes	150.00

50c USED SLOTS

50c Mills Original Chromes—
All Original Factory Refinish $375.00

MILLS ORIGINAL CHROMES

5c . . . $145.00 10c . . . $175.00 25c . . . $195.00
These machines are practically new.

JENNINGS SLOTS

5c—10c—25c—Priced from $75.00 to $120.00

Groetchen Columbias	$75.00
Mills Gold QT	85.00
Mills New and Used Vest Pockets	
Caille 5c-10c-25c Slots	65.00
Folding Slot Stands	
Mills Single Slot Stands	

UNLIMITED STOCK—ANY QUANTITY
1 Cherry Payout or 2 Cherry Payout

Mills 5c-10c-25c New Black Cherries
Mills 5c-10c-25c New Club Consoles
Mills 5c-10c-25c New Golden Falls
Pace 5c-10c-25c-50c-$1.00 Chrome Bells

SAMMIE DONIN **DANNIE JACKSON**

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SLOT MACHINE HEADQUARTERS

2858 West Pico Blvd. **Phone: REpublic 22732** **Los Angeles 6, Calif.**

COMO LO VEMOS DESDE AQUÍ

Resumen de los sucesos importantes en la Industria

Por B. J. McManus

Reunión de la CMI

La reunión anual de la CMI (Coin Machine Industries, Incorporated) se verificó en Chicago el 3 hasta el 6 de febrero. Asistieron a la conferencia más de 10,000 operadores, distribuidores y manufactureros de máquinas automáticas. Deseosos de ver las máquinas nuevas, llegaron de todas partes del país y del Canadá. Las vieron y las aplaudieron.

No cabían todas las máquinas en la sala de exhibición del Hotel Sherman. Por eso varios manufactureros instalaron sus máquinas en apartamientos y en el entresuelo de varios otros hoteles.

También las empresas ubicadas en Chicago tenían abiertos sus oficinas y talleres para recibir a las visitas.

Con entusiasmo los miembros de la industria inspeccionaron las máquinas nuevas. Los vendedores automáticos — máquinas para vender cigarrillos, puros, dulces, estampillas, helados, bedidas, esquite, libros, etc. —recibieron mucha atención. Entre las máquinas jugadoras, los juegos automáticos de boliche atrajeron sumo interés.

En los párrafos sigueintes les damos una descripción breve de algunas de las máquinas exhibidas allí.

Fonógrafos automáticos

Una baja en el precio de fonógrafos automáticos fué indicada. Aireon Manufacturing Corporation mostró un modelo nuevo que se venderá a $695.00 y Bally Manufacturing Company ofreció una máquina que se venderá a $595.00.

Mills Industries, Incorporated, lució su fonógrafo nuevo en Chicago poco antes de la reunión. Se lo presentó a los distribuidores de la empresa con un banquete en el Hotel Continental. Durante los días siguientes los distribuidores asistieron a clases especiales conducidas por los oficiales de Mills. También visitaron los talleres y inspeccionaron las líneas de producción. Este fonógrafo, el primero fabricado por Mills desde la guerra, se llama *Constellation*. Pesa 325 libras y la cãja es de aluminio. Caben veinte discos—cuarenta selecciones—en el fonógrafo.

National Filben Corporation va a entrar en producción con un fonógrafo nuevo que fué exhibido por primera vez en Chicago. Desarrollado antes de la guerra, el mecanismo del fonógrafo llamó mucha atención pero debido al fallecimiento repentino del inventor nunca fué iniciada la producción.

Discos

Sonora Productions, Incorporated, que recientemente anunció una baja en el precio de discos, presentó sus discos nuevos. Se venden a 39 centavos cada uno al por menor, o 26 centavos al por mayor.

Permo, Incorporated, demostró sus agujas para fonógrafos automáticos con cuatro placas giratorias en las cuales se empleaba (a) una aguja Permo, (b) una aguja con punta de zafiro, (c) y (d) agujas fabricadas por otras compañías. Funcionando por 11 horas sucesivas—220 funcionamientos—dieron testimonio visible de la condición de los discos después de tal prueba.

Máquinas jugadoras

Strikes 'n' Spares, juego automático de boliche, ya está siendo fabricado por Allite Manufacturing Company de Los Angeles, California.

Cointrol Incorporated, de Chicago, demostró su máquina nueva, *Zodi*. Es una máquina neumática de escribir que da horóscopos. El jugador escoge el signo del zodíaco bajo el cual nació, mete 25 centavos en el mecanismo y aprieta el botón que corresponde a aquel signo. La máquina escribe su horóscopo y se lo da.

Square Amusement Company, Poughkeepsie, New York, presentó una máquina jugadora llamada *Sportsman Roll*. Electro-Games Company de Grand Rapids, Michigan, exhibió *Bowl-A-Line*, juego automático.

Vendedores automáticos

National Vendors, Incorporated, de St. Louis, Missouri, exhibió una máquina automática que vende ocho tipos de mercancía a la vez. Caben 400 artículos en la máquina. Se puede venderlos a cualquier precio de 5 a 40 centavos.

O. D. Jennings and Company, de Chicago, lució un vendedor de leche. La caja fué

50 "HI-SCORE" ALLEYS

- JUST OFF LOCATION
- PERFECT CONDITION
- 2-PIECE CONSTRUCTION
- 9½ AND 10½ FOOT LENGTHS

Order 1 or 50 at

$179.50 EA.

"HI-SCORE" ROLL DOWN

- SIX DIFFERENT SKILL HOLES FOR INCREASING SCORE.
- HIGH SCORE GAME.

WRITE! WIRE! PHONE!

$369.50 EA.

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ONE-THIRD DEPOSIT; BALANCE C.O.D., F.O.B. NEW YORK

PAN COAST AMUSEMENT CO.

640 10th Ave., New York 19, N. Y.
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fabricada por Nash-Kelvinator y las unidades refrigerativas por Nash-Kelvinator, General Electric y Westinghouse. Incluido en la máquina hay un mechanismo para da cambio.

Arthur H. Du Grenier, Incorporated, presentó dos máquinas nuevas: *Challenger*, vendedor automático de cigarrillos, que se fabrica en cuatro modelos según el tamaño deseado, y *Candyman "C,"* vendedor de dulces.

Kayem Products Company, de Los Angeles, exhibió una máquina automática para vender pastillas de vitaminas. Diseñada para la venta exclusiva de vitaminas, se puede convertir la máquina para vender aspirina, chicle, dulces, y hojas de afeitar.

Radios automáticos

La Radio Corporation de America está fabricando una radio automática con accesorios. Tiene un interruptor automático que corta la energía a una hora predeterminada de la noche y la intro[duce] ura a otra hora predeterminada de [mañana] para evitar que los trasnocha[dores] molesten a otros huéspedes. La máqui[na] RCA tiene un invertidor AC-DC [que] permite la operación en hoteles que n[o] gan más de 110 voltios DC. Para los [hote]ales hay un receptor especial con alt[avoz] ante que se puede colocar debajo de [la] ohada.

Miscelánea

Tradio Incorporated [mostró] stró dos máquinas de televisión—un[a] para uso comercial, la otra para el ho[gar].

Personal Music Corporation ha perfeccionado un permanente brazo de tono magnético para reco[rdar] discos. Se puede emplearlo con cualquier tipo [de] rafo automático.

Bally Manufacturing Cor[poration] su fonógrafo automático en [el] 24 discos. Tiene un mecanismo s[elec]ado.

un nuevo desarrollo en sonido, un teclado para la selección directa de discos. Otras máquinas exhibidas por Bally: un vendedor automático de bebidas gaseosas con una capacidad de 1200 bebidas de 10 onzas cada una; *Cardi-O-Meter*, una máquina que registra los latidos del corazón y la presión de la sangre; *Skill Shot*, juego automático de boliche; y tres nuevas máquinas jugadoras—*Double Barrel*, *Special Entry* y *Entry*.

Heath Distributing Company mostró sus mecanismos adaptadores para la inserción de dinero, equipo para hacer reparos, registradores de tiempo para radios automáticas y máquinas de lavar.

La exhibición de la Robert M. Young Company llamó la atención. La compañía prepara manuales que se llaman *technigraphics*. Por medio de ilustraciones y dibujos y explicaciones sencillos estos *technigraphics* muestran los principios fundamentales de la operación de cualquier tipo de mecanismo. Durante la guerra resultaron ser de gran valor en la instrucción de obreros, técnicos y mecánicos. Debido al gran número de máquinas nuevas que aparecen de día en día, los *technigraphics* pueden ser de gran valor a los operadores, técnicos y mécanicos de nuestra industria.

Tighten Meter Collections

WASHINGTON, D. C.—Although the District of Columbia's 650 parking meters have shown a profit in the period that followed their installation in 1939, District officials still feel they are not air-tight enough. Auditor A. R. Pilkerton told commissioners that "there is no positive assurance that all coins dropped into the meters are deposited with the Collector of Taxes, nor is there any means of definitely establishing this fact."

Pilkerton and representatives of the Tax Collector and Traffic Department want more personnel so they may get a daily recording of collections from each meter or group of meters.

Since their installation, the meters have provided a total of $182,386.91 in net income and it is expected they will yield $62,000 profit this year. An additional 400 meters are planned in the near future and eventually it is hoped there will be 3,000 in operation.

Turret Gun Wins Award

ROCHESTER — *Remote Turret Gunner* won an award for the most meritorious exhibit of equipment at the National Association of Amusement Parks, Pools and Beaches, held recently in Chicago, it has been announced by Jack Garliner, president of Electronic Amusement Corp.

The machine is a coin-operated adaptation of the turret gun that became so well known to millions of men during the war and that cost the government $50,000 apiece.

Garliner, who also owns an arcade firm in Rochester, National Coin Machine Exchange, reports that *Remote Turret Gunner* is one of the highest grossing pieces of coin-controlled equipment in operation.

Pin Game Revenue Increases

TOLEDO—Pin ball machines were a major source of revenue for this city last year as the tables brought in $139,600 of the $230,127 total from city fees and licenses collected.

The nickel consuming pin ball machine grew from a $54,550 revenue proposition for the city in 1944 to more than triple that amount last year.

Monroe Moves

CLEVELAND—Monroe Distributing has moved its office from Mentor, Ohio, to 2323 Chester Ave., Cleveland.

Profitable Hospitality with
SANTA FE COIN OPERATED *RADIOS*

2
MODELS
- 5-Tube
- 6-Tube

COVERING ALL PRICE RANGES

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Warranty on All Components for One Year (Tubes Excepted)

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3
CABINET FINISHES
- Walnut
- Mahogany
- Bleached

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Detachable Low Price Armchair Tables For All Models

•

Post-war performance and beauty from modern, coin-operated radios . . . most acceptable money-makers for motels and hotels . . . for the "home away from home" anywhere. Their tone, range and selectivity assure repeated use and continuous revenue. Precision construction holds servicing at a minimum.

Coin and accumulator units by National Slug Rejectors, Inc., featuring return of bent coins or those of improper denomination.

Automatic full tone station selection . . . eliminates poor, noisy reception.

All models approved by Underwriter's Laboratories for your protection.

Extra powerful Alnico V permanent magnet speakers.

All transformer-operated models . . . no AC-DC. Complete protection of delicate vacuum tube filaments. Eliminates costly service calls.

Overload rated components for maximum protection against failure and replacements.

New, post-war circuits featuring latest developments.

Timing cycle adjustable from ½ hour to 2 hours. Additional coin values on order.

Special DC Area Requirements Available on Order
CHOICE AREAS STILL OPEN FOR DISTRIBUTION
Santa Fe* COIN-OPERATED *Radios

Designed and Manufactured by
Pacific
ELECTRON PRODUCTS
Corporation
1550 Hayes Avenue **Long Beach, Calif.**

Sales Representative
DEAN ASSOCIATES
1830 American Avenue
Long Beach, Calif.

Los Angeles

Lyn Brown Co. has taken over the Washington Blvd. spot vacated by AOLAC, who moved into their new building on Pico. The firm is exclusive distributor for California, Oregon, Washington, Nevada, and Hawaii for Scientific Machine Corp., manufacturers of *Pokerino* and *Derby Roll* (two-man location roll-down), and also has the Southern California "ex" for United Mfg. Co.

The sales chart for Gray Mills chassis and parts cleaners, handled by Alpha Distributing Co., is still shooting upward. The new cleaners are colored green and red. E. H. Borough, special representative for Alpha, made the trip to Chicago by automobile and returned to California bulging with orders for 30-wire cable, an Alpha specialty.

Business is brisk at Elky Ray's (Gold Coast Coin Machine Exchange) new home. The offices are well-lighted and compact and are equipped with all modern conveniences.

The reason Bill Wolf of M. S. Wolf Distributing Co. was so anxious to return to California after the show has just been discovered: while in Chicago, he received a wire from his car dealer notifying him that one of the two 1947 Cadillacs, which had been on order for months, was ready for delivery. The other, a convertible, will be forthcoming any day now. Wolf left for an extended six week trip the latter part of February, which will include every branch office of the firm and extend into Montana. Primary purpose is to make a thorough study of conditions on the West Coast. **A. A. Silberman,** general manager of the company, announced the appointment of a new salesman, Bob Portel, who will work out of the Seattle office. Portel was a former regional manager for a record company in Los Angeles and has had years of close association with the trade.

Badger Sales has added *Cash-Tray*, the popular nickel almond vendor, to its line and has placed several repeat orders with the factory.

Personnel changes at Southern California Automatic Music Operator's Association have been coming thick and quick. Mollie Simon has resigned as secretary; announcement of her future plans is expected shortly. . . . Mollie's replacement, Fay DeHardt, left for Jersey City on February 19 because of a serious illness in the family. During her temporary absence, Thorna Mathews is holding down the office fort. . . . In charge of SCAMOA's filing system is Edythe Mittleman. . . . Another resignee is O. K. Jones, former inspector for the City of Los Angeles, who is now jobbing electrical devices. Seymour Bernstein is filling in at Jones' old post as location checker until a successor is named.

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SLOT MACHINES
Repair
Refinish
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What is your problem?
Quick pickup and delivery service
Discounts to jobbers
Call Citrus 2-2261
STEPHENS & HODGSON
(Successors to Ernie Graham)
1212 E. Colorado **Glendale 5, Cal.**
(Rear Entrance)

The genuine leather key cases which Dee's Service Shop is giving to local coinmen as a good-will gesture is proving immensely popular. The firm's nation-wide speaker repair service continues to grow, with more and more operators from various sections of the country availing themselves of the speedy service.

Zam Music Co., Inc., wired music operators, moved its office from Venice Blvd. The route has been leased to William Caus.

Jack Rosen, top man at Superior Recording, left for a two week jaunt which will include Texas, where he will line up distributors for his Aecord line, and Cincinnati, home office of King and Queen labels, which he presses for the West Coast.

W. E. Simmons, Western sales manager for Packard Mfg. Corp., says he had "quite an exciting and diversified time" at the show. Simmons and other western district managers received orders totalling 13 carloads of Packard *Pla-Mor #7* models; half of those 13 cars are either enroute to purchasers or already delivered, with the balance scheduled for early March. Orders booked for the new Packard bar for playrooms reached a volume far exceeding the firm's expectations, Simmons reported. "The musical bar has many features," he said. "It may be selective if the owner chooses or the selective feature may be eliminated and the instrument will free wheel and play in rotation." Due in a large measure to the advertising campaign launched by the home office stressing "more points of sale," there has been a decided increase in the number of *Pla-Mor* selectors sold.

With the Chicago show now history local coinmen have settled down to the business of buying and selling new and used equipment on a somewhat larger volume than a

(See LOS ANGELES, Page 84)

IT'S HERE!

AMAZING NEW "MYSTIC FLASH" INTRODUCED IN THE 1947

BALLY ENTRY and SPECIAL ENTRY

NOTE:

New . . . on the shelf mechanism accessible from the front.

AUTOMATIC MULTIPLE or REPLAY MULTIPLE

. . . AND LOOK!

THE TIME PROVED "A-B-C-D" FEATURE

Replace your old equipment with the

GREATEST MONEY MAKER YET!

- More fun and thrills for players.
- More profit for operators.
- "MYSTIC FLASH" places Win-section on top of board.
- Players now play 5, 6, 8 or 10 coins to catch "MYSTIC FLASH".
- Smartest operators call "MYSTIC FLASH" greatest profit booster since introduction of multiple feature.
- BIG ODDS DISPLAY starts with 3-to-1 instead of 2-to-1.
- Positive multipled odds . . . 160 tops.
- MOTOR-OPERATED SHUFFLE eliminates "shuffle-fatigue" . . . speeds up play.
- Operators can double or triple normal one-ball profits.

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COIN MACHINE REVIEW **83** FOR MARCH 1947

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Triple coin chutes permit three players or three coins every spin. Convertible . . . Automatic or Replay. Any coin combination . . . Nickel, Dime or Quarter.

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New luxurious console with EXTRA DRAW feature that permits players to deposit three, four or five coins per game. Convertible . . . Automatic or Replay. Nickel or Quarter play.

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Have your phone calls, messages and letters sent to this office.

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"Proud of Past Accomplishments . . . Eager for the New Ones"

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Coin Machine Industries, Inc.

LOS ANGELES

(Continued from Page 82)

few months ago. While business is far from "brisk," there are indications that general conditions in music merchandising and automatic vending are on the upgrade.

Much uncertainty and confusion has been created among jobbers, distributors and operators of pin games by the recently passed ordinance banning such games in Los Angeles County, as reported elsewhere in this issue of The Review. One of the few good results of this unfortunate situation has been an upsurge of interest in roll down games which are legal and which seem to be logical replacements of pin games until such time as the county ordinance can be amended or re-interpreted.

While Los Angeles County itself has been somewhat in a turmoil, conditions in outlying territories are slowly improving.

George Ehrgott of the local Mills Sales Office states that orders are coming in from operators in Southern California, Arizona and Nevada in good volume. Mills expects four samples of the new Mills phonograph shortly and hopes to be able to show these to West Coast operators around the first of March. Meanwhile considerable interest is being shown in the new Mills *Dollar Bell* and International Mutoscope's *Photo-Matic*, on display at all Mills offices. Ehrgott says that the Mills show at the Hotel Continental in Chicago was nothing short of "terrific" and that operators from all over the country came to see the Mills *Constellation*. The company also had a lot of success with its showing of the new *Jewel Bell* and *Three Bell* at the Morrison Hotel. Warren C. Taylor was on hand to give a warm welcome to operators despite the fact that he was suffering great pain from three ribs he had broken in a fall in Oakland.

W. E. Simmons returned from the show with the kind of news everyone likes to hear. He reports that 14 carloads of the Packard *Pla-Mor Model 7* were sold in the Western territory, in addition to a large number of Packard boxes.

Simmons, Jack Gutshall and Nick Carter came back together from Chicago and managed to give each other heavy colds.

In passing, it might be said that perhaps one of the most prevalent acquisitions at the show was a good, solid head cold. Of the many coinmen who crept out of the warmth of California into the icy wind of Chicago, some acquired new lines, some acquired new contacts, some acquired hangovers—but *all* acquired colds.

At Badger Sales considerable interest continues to be shown in the Rock-Ola phonograph and Keeney's *Bonus Super Bell* which are being sold for immediate delivery. Among recent visitors to the Badger Sales offices were: L. R. Chase, Boulder City; E. G. Lewis, Klamath Falls; Vern Raw, Seaside; Charles Escoto, Flagstaff; Walter Murra, Downey; Fred Allen, Bakersfield; John Nelsen, Inglewood; Norman Glover, Bell; G. F. Cooper, Riverside; Frank Lamb, Inglewood; George Koch, Lake Arrowhead; Ted Brown, Bakersfield; C. Hathaway, San Luis Obispo; J. B. Mathews, Hawthorne; Chris Torrez, Westmoreland; J. M. Holmes, Glendale; Jack Arnold, Barstow; E. E. Peterson, San Diego; and Tommy Fikes, Tulare.

Two recent visitors to the Los Angeles offices of The Review were E. G. Lewis, well-known Klamath Falls music operator, and Leon "Hi-Ho" Silver of San Francisco. Silver reports that he has incorporated his business for $75,000 and that business is better than it has been in a long time. Only un-optimistic thing he had to say was that his ancient White truck was smashed on a fog-shrouded bridge in the Bay City.

A number of local coinmen while at the Chicago show remained over to conduct business in the East. Among these were Ken Brown of Coinmatic Distributors, who has been traveling throughout several Eastern states. Nels Nelson went on from Chicago to Detroit, where he visited old friends.

If the latch was out for Nels in Detroit, it was also out for him in Los Angeles. On his return, he found a key with his name engraved thereon from Barclay Kitchen, exclusive Hollywood night club, which members are required to show for admission.

Local coinmen are looking forward to seeing James A. Gilmore, secretary of CMI, who is scheduled to visit Los Angeles in the near future.

Another show attendee who has traveled to far parts is A. V. Shipman, Shipman Mfg. Co., who picked up a new car in Detroit, vacationed in Florida and took in the festivities of the New Orleans Mardi Gras. Jack Olsen advises that the firm will soon begin construction of a new building adjoining the present building. New building will be the same size as the present structure, 70 feet wide, 140 feet deep. The firm is finishing up production on its last 8,000 stamp vending machines and already is in production with its new *Spin-It* almond vending machine. Meanwhile, stamp vending machines have been installed in 277 of the 600 United-Rexall drug stores, with which Shipman recently signed a contract.

Al Weymouth is expected to arrive back in Los Angeles from Australia shortly after the 1st of March.

Minthorne Music Co. has purchased three new Hudson coupes for use in the booming Seeburg business.

"Barney" Beyer of Automatic Machines, and his wife, the former Adele Craig, are spending much of their time in Oakland, where Beyer is exercising close supervision over production of his new coin-operated radio. Beyer states that the machine incorporates every feature that operators have proved are necessary, and that it is the most modern and efficient on the market.

C. A. Robinson has tentative plans for enlarging his quarters and taking on new lines. Robinson, who carries the largest supply of salesboards in town, wants to remind operators again that salesboards are the best method to boost profits at any location. "We have a wide selection of the best profit-makers obtainable anywhere," he says, "and operators who aren't handling these boards really aren't giving themselves a chance to get the maximum profits from their locations."

Among the leading advocates of a change in the date of the show is Nick Carter. The sub-zero Chicago weather bedded him with bronchitis and forced him to take two weeks of sick leave after returning home.

Frank Navarro is looking forward to a local showing of the new Aireon *Fiesta* phonograph scheduled for the latter part of March. Navarro states that operator reception of the Aireon *DeLuxe* continues at top level and that the new machine will not replace but supplement the *DeLuxe*.

Rock-Ola Distributor Added

LOS ANGELES — Coinmatic Distributors has been appointed direct factory representative for Rock-Ola phonographs and accessories in Southern California, Arizona, and Southern Nevada. The appointment is in line with Rock-Ola's policy of having two distributors for each major territory, in the interests of wider distribution and better service.

Badger Sales will continue to handle the same line in the same territory.

BARGAIN Mart

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

SLOT MACHINE EDUCTOR

Percentage and mechanical equation. H. R. GRAHAM, 212 East Palmer Ave., Glendale 5, Calif. CItrus 1-1093. (TF-C)

PEANUT MACHINE PIPE STANDS

Any quantity, $3.75 each. CLEVELAND COIN, 2021 Prospect Ave., Cleveland, Ohio. (FMA-P)

FOR SALE

Wired Music, consisting of 40 units all in operation. Gross take to operator exceeds $1250 per week. For details write V. ELY, 6918½ Melrose Ave., Apt. 2, Los Angeles 38, California. (M-P)

CHARMS—CHARMS—CHARMS

Buy direct and save money. These charms are made on brand new molds. Completely different. Write for free samples and prices. ADAMS-FAIRFAX CORP., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. (TF-C)

NEW AND PRECISION REBUILT

LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (DJFMAM-P)

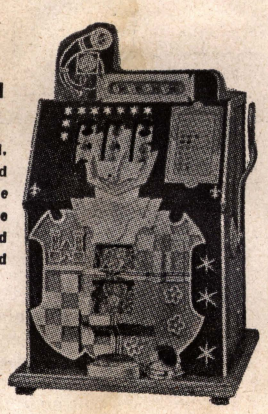
OPERATOR'S ASSORTMENT

Radios, Mystery Drinking Birds, Gift Chests, Fruit Cake, Chocolates, Portable Mirror Bars, Bears, Scotties, Cedar Chests, Push Cards, Sales Boards. Immediate deliveries. DELUXE SALES CO., DeLuxe Building, Blue Earth, Minn. (N-C)

CIGARET VENDORS FOR SALE

500 Perfectly reconditioned in our own shops. KELNER VENDORS, 4509 N. Clark St., Chicago 40, Ill. (DJF-P)

SLOT MACHINES REPAIRED and REFINISHED



Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

Coin Machine Service

1070 Thompson St.
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I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

SCALES WANTED

Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

DECALCOMANIA TRANSFERS

Now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesman wanted. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

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To fit Columbus Vending Machines, $1.00 each, f. o. b. Los Angeles. Gaskets 10c. ADAMS-FAIRFAX CORP., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. (TF-C)

GLOBES FOR MODEL V

$1.25 each. One-third deposit. IMMEDIATE DELIVERY. ADAMS-FAIRFAX CORP., 5721 West Jefferson Blvd., Los Angeles 16, Calif. (TF-C)

LOCKS

For NW 39, NW 40 and NW Ball Gum Machines. 85c each, $10.00 per dozen. ADAMS-FAIRFAX CORP., 5721 West Jefferson Blvd., Los Angeles 16, Calif. (TF-C)

CIGARETTE AND CANDY VENDING

Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (FMA-P)

FOR SALE

Clean games off our own route, repacked in original crates: Suspense, $199.50; Dynamite, $219.50. PHOENIX DISTRIBUTING CO., 611 W. Washington St., Phoenix, Arizona. (FM-C)

GET STARTED

One thoroughly reconditioned Peanut Machine and 5 pounds best salted Spanish Peanuts, $8.50. $2.00 with order, balance C. O. D. THOMAS NOVELTY CO., Paducah, Kentucky. (JFM-P)

NEW EXHAUST FANS $22.50

Twelve-inch size, also automatic shutters, all sizes. Immediate delivery. Beat the coming fan shortage by ordering your high and low stand circulators now. K & S MFG. CO., 5547 S. Kenneth, Chicago 29, Ill. (JFM-P)

15 NEW VEST POCKETS

with meters. Have not been uncrated. $65.00 each. 1/3 deposit, balance C. O. D. J. J. HIGHTOWER, 805 South Beacon, Dallas, Texas. (M-P)

POPCORN

Sun Puft Vending Machines, model No. M-2050, 4, $175.00 each. FALLENBUCHEL, 1119 North McCadden Pl., Los Angeles 38, California. HO. 0729. (M-P)

FOR SALE

Bally Ray Guns; 5 Long Range; 2 Short Range; one or all—$100 each. A-1 condition. R. G. LOOSMORE, W322 First Ave., Spokane, Wash. (M-P)

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March 1947

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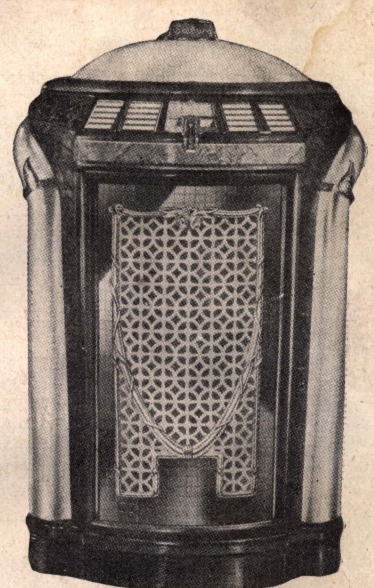
Seeburg

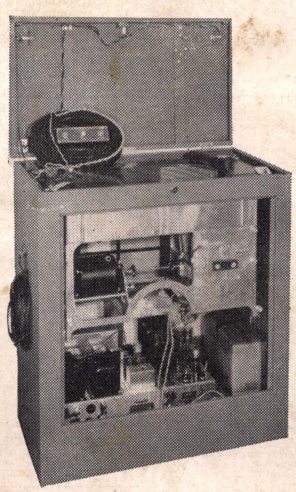
WILL RETAIN THESE STYLE-LINES THROUGH 1948!

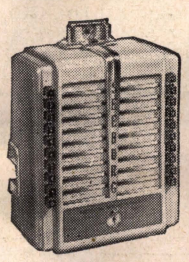
IN ADDITION, SEEBURG'S 2-YEAR PLAN PROTECTS YOUR INVESTMENT AND ENABLES YOU TO CONVERT YOUR 1-46'S AT NOMINAL COST. This actually amounts to retaining the Symphonola style for three years . . . a wonderful economy for operators! Step into bigger profits by providing scientific sound distribution individually fitted to the particular needs of each location. The new "147" gives you new beauty, new tone fidelity, new sales appeal. The softly lighted dome, with changing patterns of light, adds new animation. The newly illuminated door livens up the darkest location. The new, enlarged cash box has three times the capacity of previous ones. Together with these and other features, the "147" brings you the same sturdy mechanism, simplified operation, and perfect performance that have won public popularity. Be Sure . . . Be Safe . . . Buy Seeburg! Regardless of the requirements of your locations, everything necessary to provide a complete music system exactly tailored to each location is in the new Seeburg line.

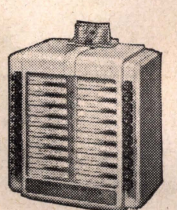


THE *Symphonola* "147"

The Only COMPLETE Music System







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These new Seeburg Wallomatics are equipped to accept NICKELS, DIMES or QUARTERS. Properly placed Wallomatics encourage play by eliminating the necessity of crossing the room to a phonograph. All twenty selections are visible at one time—no knobs or dials to turn.

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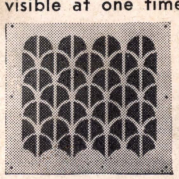

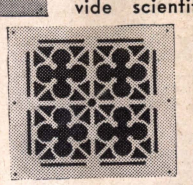

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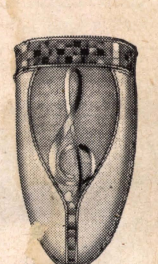

MINTHORNE MUSIC CO.

2916-2920 West Pico Boulevard
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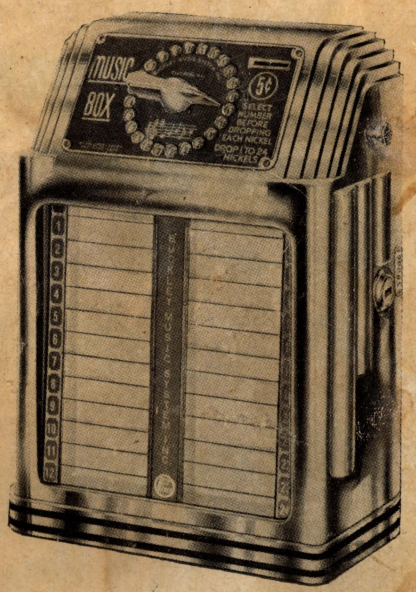
TO HELP THE OPERATOR, BUCKLEY HAS REDUCED THE PRICES ON WALL AND BAR BOXES
BRAND NEW BUCKLEY SOLID CHROME BOXES WITH THE NEW NATIONAL SLUG REJECTOR AND POSITIVE MICRO SWITCH



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25% DEPOSIT WITH ORDER—BALANCE C.O.D.
WIRE—PHONE YOUR ORDER AT ONCE

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Odds Start 2-4-10-16-30

7-COIN HEAD PARLAY LONG SHOT DAILY DOUBLE PAY OUT

Odds Start 10-15-20-25-30

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- **NEW TYPE PAYOUT** with double coin tube
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